NOLOGY DEPT.

APRIL 23, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
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ISSUE:

Unite
Rate Cut
Page 15

Coverage
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Page 15

Volume
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Page 17

Income Up
% in '50
Page 19

ECASTING
on Page 73

20TH year

Newsweekly
Radio and
Television.

Annually
weekly

WLEE

IN RICHMOND NOW

5000 WATTS

More listeners . . . thousands of them in our new larger coverage area! Better signal in Richmond proper! That's what WLEE's great new power means to advertisers. It means *MORE* value for every dollar you spend on WLEE.

And how the merchants in Richmond do know this for a fact! Last January one of the largest appliance dealers in town signed up for a 13-week schedule. So dramatic, so profitable were results that the dealer has now *DOUBLED* his schedule, and signed up *FOR A WHOLE YEAR!*

You too can get results like this on WLEE. Just ask your Forjoe man for all the latest facts—it's quite a story.

TOM TINSLEY, *President* • **IRVIN G. ABELOFF**, *General Manager* • **FORJOE & CO.**, *Representatives*

RADIO'S EVER MAGIC TOUCH

THE STARS THAT SHINE
AT MORNING-TIME . . .

Every Morning The Midwest Listens to Its Favorite WLS *Stars*

. . . AND LISTENERS BECOME OUR ADVERTISERS' CUSTOMERS!

The Midwest's favorite WLS stars shine at morning-time! Daily from 5:00 to 8:00 A.M. the successful WLS formula of block programming with *live talent* shows attracts listeners from every corner of the WLS-Midwest coverage area. Featuring stars of the NATIONAL BARN DANCE, these morning programs have consistently maintained a degree of leadership as reflected in A. C. Nielsen's 1950 Station Area Reports, which place WLS first or second in audience during each 15-minute period!

This leadership again demonstrates the degree of acceptance enjoyed by WLS . . . the listener-loyalty Midwesterners have toward the station, its programs and personalities.

. . . In Terms Of Results

Using these WLS morning time periods: brought nearly a million and a half box tops from WLS listeners to a cereal company over a period of 16 years . . . resulted in over 5,000 proof-of-purchase requests for an ironing board cover offered by a starch manufacturer last summer in a six week period. An offer of a Dolph Hewitt record for prize jokes brought over 3,000 letters in three weeks! A mail order account sold $13,959 worth of its product in just five weeks!

It's a "must" that you consider WLS morning-time in your plans for *complete* Midwest coverage. Participations are still available in limited numbers. Your John Blair man has complete details.

6:45 & 7:45 A.M.

NEWS

WLS Newscaster Bob Lyle presents complete round-ups of the news at 6:45 and 7:45 A.M. All news gathered from the extensive wire services leased by WLS. Both News periods have enjoyed a wide and loyal following based on accuracy, impartiality and completeness of presentation.

7:00 A.M.

BUCCANEERS

National Barn Dance favorites, Captain Stubby and the Buccaneers, offer music, comedy and sparkling songs as part of the breakfast menu. This group last year appeared before nearly 200,000 people in personal appearances.

7:15 A.M.

BOB ATCHER

The Midwest's favorite cowboy, Bob Atcher, "Top Hand of the Cowhands" weaves a pattern of songs long enjoyed by Midwest listeners. Popular with listeners through years of radio association, Bob is also one of TV's bright stars, having won a special plaque in a recent popularity poll.

7:30 A.M.

DOLPH HEWITT

RCA Victor Recording star, Dolph Hewitt, offers a unique style of singing enthusiastically accepted by Midwest listeners. Backed by the WLS Sage Riders, Dolph rounds out the 15-minute show with smooth singing and melodious renditions of all time favorites.

WLS

The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

THE COX
STATIONS

WIOD
NBC MIAMI

WHIO
CBS DAYTON

Effective May 1, 1951

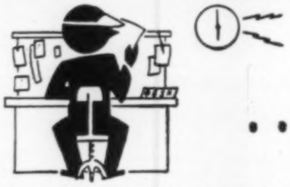
appoint

THE BOLLING COMPANY

Exclusive National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3 1879

BROADCASTING TELECASTING ...at deadline



Closed Circuit

WHETHER all networks will accept Affiliates Committee's invitation for rate discussion sessions this week (see story page 15) is doubtful. One network felt requested meetings posed serious legal question as to possible anti-trust violation and also that its own responsibility to deal with its own affiliates through their advisory board must be considered.

CBS Friday understood to be determined to stick by its radio rate cuts, despite protests from its own affiliates and request for moratorium from Affiliates Committee, and to believe that CBS affiliates have no choice but to accept cuts or breach their contracts with network.

EXPLOSIVE report, denied on all sides last week, had CBS acquiring ABC network (5 TV stations in first 6 markets, plus 5 AM stations) for upwards of $30 million. CBS owns only 2 TV stations plus 45% interest in WTOP-AM-TV-FM Washington.

TV SELECTION committee for NARTB, which last week designated Thad Brown Jr., attorney, as acting head, does not plan to make definite pitch for new top executive until its membership and revenue reaches minimum estimated overhead. Present income is at rate of less than $100,000 annually. It needs minimum of $150,000, according to budgetary estimates.

NBC HIGHLY elated over results of program audience study made first week in February by American Research Bureau under joint sponsorship of four radio networks. In contrast to Nielsen report crediting CBS with eight of top ten shows to NBC's one, ARB gives NBC four to five for CBS; in top 20, ARB shows NBC with 12, CBS with six, appreciably varying from Nielsen's ranking of 14 for CBS and five for NBC.

SENATE Crime Investigating Committee may ask Congress in April 30 report to spell out by law what jurisdiction FCC has over such services as Continental Press, national race news wire. In this way, Kefauver group hopes to place law enforcement of proposed ban on interstate transmission of gambling information in lap of Commission. Chairman Wayne Coy maintains Continental cannot be considered "common carrier" under present Communication Act and even if it could, administration of such enforcement would be unwieldy.

IN WAKE of CBS announced 10% rate cut, substantial number of stations in top markets disclosed plans to increase daytime spot rates as means of offsetting possible network reductions. Station representatives generally were encouraging moves.

SEVERAL ADVERTISING agencies submitting presentations to Gruen Watch Co., Cincinnati (radio and television advertiser) in attempt to get account, recently resigned by Stockton, West, Burkhart Inc.

NOW THAT NARBA question has been tossed into open by last week's NARTB Convention

(Continued on page 110)

Upcoming

April 24: McFarland Bill (S 658) hearings resume, New House Office Bldg., Washington.

April 24-26: American Newspaper Publishers Assn. Convention, Waldorf-Astoria, New York.

May 3-6: Ohio State Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus.

(Complete list of Upcomings on page 88)

Bulletins

GRANT of FCC General Counsel petition for extension of period for filing proposed findings from April 20 to May 7 in proceedings on renewal of G. A. Richards' stations announced last Friday. Stations include KMPC Los Angeles, WJR Detroit and WGAR Cleveland [BROADCASTING • TELECASTING, Feb. 26].

UNITED, WEC BUY MacARTHUR COVERAGE

UNITED FRUIT Co., New York, sponsored New York Gen. MacArthur parade on four-station ABC-TV Friday, 11:45 a.m., 1:30 p.m., through BBDO, New York. Westinghouse Electric Corp., Pittsburgh, sponsored New York welcome to Gen. MacArthur Friday, 12:30-1:45 p.m. on full ABC radio network. Agency, Fuller & Smith & Ross, New York.

It was announced Friday that the general's speech to Congress Thursday was viewed in 48.7% of TV homes, according to 12-city TV Hooperating survey. Address had 100% of TV audience as it was carried by all stations. New York's official greeting to the general, parade and ceremonies at city hall, had Hooperating in New York TV homes of 43.6—and 99.1 share of the TV audience (early story page 76).

FISHER JOINS GARDNER

W. D. FISHER, associate radio-television director to Phil Bowman at Young & Rubicam, Chicago, resigns May 9 to join Gardner Adv., St. Louis, as radio-television director. With Y & R three years, he also worked in radio-TV department of Swift & Co., Chicago. He is being replaced by Bill Wilson, ABC radio network salesman in Chicago.

HOB&M NAMES TWO VP'S

HEWITT, OGILVY, BENSON & MATHER, New York, names Rollin C. Smith Jr. and Mrs. Lucille Goold vice presidents. Mr. Smith recently appointed head of art department and Mrs. Goold will supervise creative activities on soft-goods accounts.

ABOUT 3,000 AT CONVENTION

TOTAL paid registration at NARTB convention in Chicago last week was 1,554, exceeded only by 1946 post-war meeting, according to William Walker, NARTB auditor. Another 1,500, plus NARTB's staff not officially registered, believed to have taken part in various side activities. Radio registration was 906, engineering 271, and TV 377.

Business Briefly

BORDEN STARTS ● Borden Co., New Yo (instant coffee, milk products) April 27 star for 26 weeks *The Breakfast Gang* on full D Lee Network, Mon., Wed., Fri., 7:30-7:45 p Young & Rubicam, New York, handles coffe Doherty, Clifford & Schenfield, New Yor evaporated milk products.

BREWERY BUYS ● Falstaff Brewing C St. Louis, sponsoring *Great Merlini*, Unite Artist TV mystery, in five markets, throug Dancer-Fitzgerald-Sample, New York.

KRUEGER SPOTS ● G. Krueger Brewi Co., Newark, through Charles Dallas Rea Co., New York, preparing spot announceme TV campaign in four markets in addition Laraine Day show on WPIX (TV) New Yo

BENNY REPLACEMENT ● American T bacco Co., New York (Lucky Strikes), June replaces Jack Benny with Guy Lombardo for weeks, CBS, Sun., 7-7:30 p.m. Agency: BBD New York.

AAAA DELEGATES HOLD INFORMAL TALKS ON RATES

NETWORK radio rates, conspicuously abse from American Assn. of Advertising Agencie convention agenda (earlier story pages 1 got primary attention in corridor conversa tions with Friday's influx of radio and TV officials at White Sulphur Springs, W. Va convention site. Agency representativ broached on this subject appeared to feel th "savings" resulting from CBS' 10-15% ra reduction will be reinvested in radio or TV One top agency official said that though situ tions differ, he will generally recommend clients that "savings" be kept in radio— improve present shows or expand coverage— or perhaps be put into television.

Radio-TV figures attending or slated to a tend the Friday-Saturday AAAA's session included NBC Board Chairman Niles Trammel and President Joseph H. McConnell; CBS Pre ident Frank Stanton; Ernest Lee Jahncke J ABC; John R. Overall, Mutual; Thomas Gallery, DuMont TV Network; Edgar Koba BAB board chairman; William B. Ryan, BA president; John K. Herbert, NBC, and Ral W. Hardy, NARTB, who was slated to a dress convention Saturday.

NBC-TV kinescope of General MacArthu Congressional address was shown at co vention Friday. At concluding luncheon Sa urday, memorial scrolls were to be present in memory of late Clarence B. Goshorn, fo mer chairman of AAAA's advisory council.

NLRB ISSUES WMBR ORDER

TECHNICAL employes who operate equipme over 50% of time at WMBR-AM-FM-TV Jac sonville, Fla., directed Saturday by Nation Labor Relations Board to vote on IBEW Loc 177 as bargaining representative. Flori Broadcasting Co., licensee, had sought two se arate units to include radio-announcer-contr operators, TV announcer control operators a others split into TV-FM and AM groups.

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

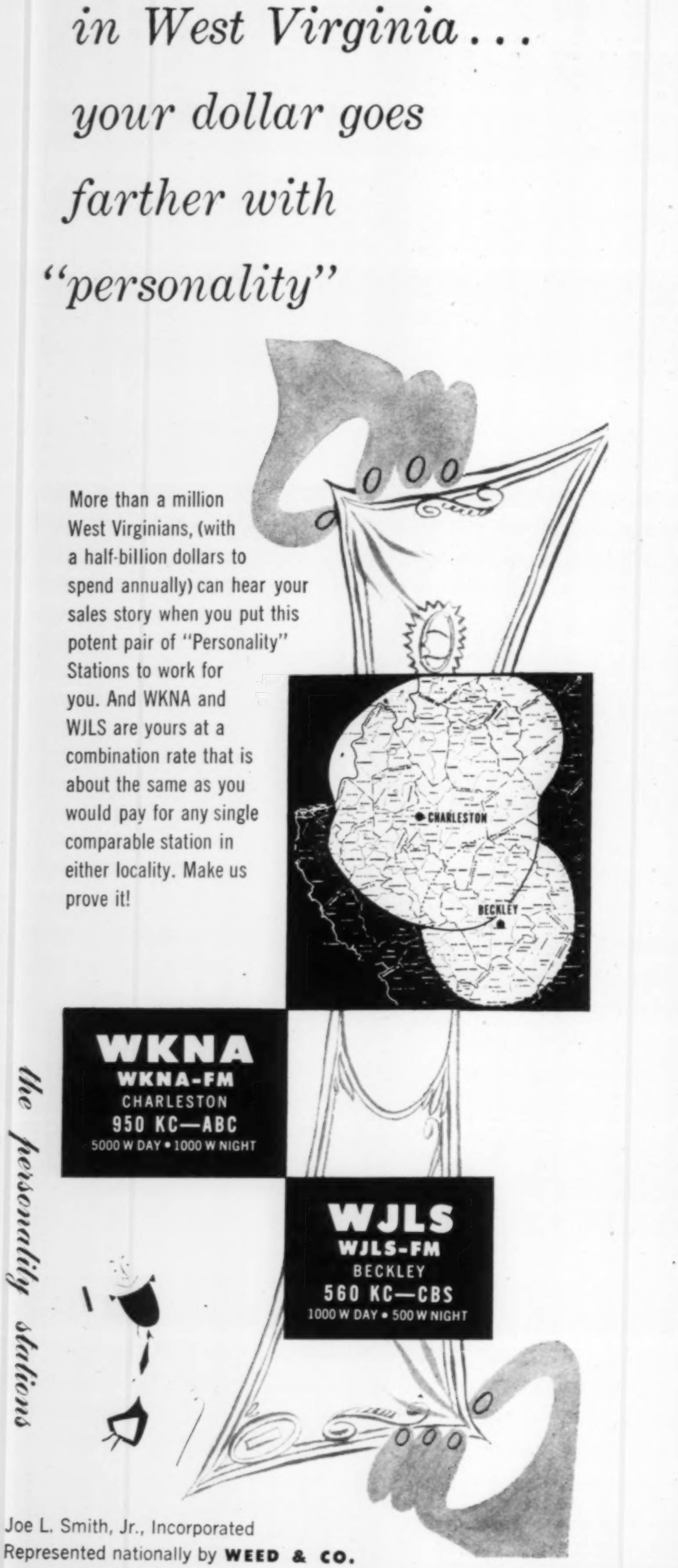
WDEL-TV—the TV must on your schedule.

A Steinman Station

NBC
TV-Affiliate

Represented by

ROBERT MEEKER Associates · NEW YORK · LOS ANGELES · SAN FRANCISCO · CHICAGO


in West Virginia... your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

BROADCASTING
TELECASTING

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WASHINGTON HEADQUARTERS

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EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Tyler Nourse, *Copy Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

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* Reg. U. S. Patent Office

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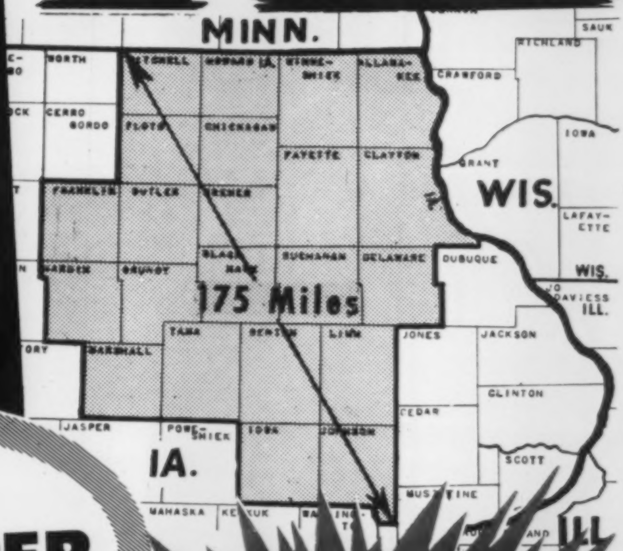
THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES

KXEL STAYS AHEAD


MINN.
SAUK
RICHLAND
NORTH
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
CRAWFORD
CERRO GORDO
FLOYD
CHICKASAW
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CLAYTON
GRANT
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FRANKLIN
BUTLER
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IOWA
JOHNSON
CEDAR
IA.
SCOTT
MUSCATINE
MAHASKA
KEOKUK
WASHINGTON
ILL

GUARANTEEING MORE LISTENERS PER DOLLAR

In KXEL's Rural City—a rich market area embracing 4,011,569 people.

1951 CONLAN STUDY REVEALS ADDITIONAL TRENDS TO KXEL

MONDAY THROUGH FRIDAY SUMMARY— DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

NORTHEASTERN IOWA 22-COUNTY AREA	MORNING PERIOD	AFTERNOON PERIOD	EVENING PERIOD	ENTIRE SURVEY
KXEL	27.3	27.0	25.7	26.7
CEDAR RAPIDS—CBS OUTLET—5,000 WATTS	20.5	19.6	23.3	22.9
DES MOINES—NBC OUTLET—50,000 WATTS	17.6	21.5	24.6	23.1
WATERLOO—MUTUAL OUTLET—5,000 WATTS	2.6	2.7	1.9	2.6

Summary of Conlan's Newest Comprehensive Study of Listening Habits—a total of 34,684 phone calls were used.

● In few major markets does ONE RADIO STATION (KXEL) so dominate the media picture.

FIRST—in morning listening.
FIRST—in afternoon listening.
FIRST—in evening listening.

...In this 22-county area which surrounds (Waterloo) Iowa's greatest industrial center—KXEL is an amazing favorite. This 13,099 square mile area is part of the KXEL Rural City, which has a population equal to the combined populations of St. Louis - Omaha - Minneapolis - St. Paul - Baltimore - Dallas - and that's not all!

Waterloo is the greatest industrial center between Kansas City - St. Louis - Minneapolis - Chicago. Has an annual industrial income of nearly $50 million dollars.

Yes — Timebuyers — THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES.

But here's the most significant part—KXEL gets you these listeners for less cost! COMPARE. Take 7:00-8:00 A. M. period, for example. *(Figures taken from 1951 Conlan Study.)*

KXEL
has 30.3% of the listeners—costs $44.00 for ¼ hour during that time.

Cedar Rapids—CBS outlet—5,000 watts
has only *19.0%* of the listeners—yet costs $52.00 for ¼ hour during this time.

Des Moines—NBC outlet—50,000 watts
has a minimum of 13.9% of the listeners—and costs $120.00 for ¼ hour of time.

This means—if you want to sell IOWA'S MAJOR MARKET and sell it completely —AT LESS COST PER LISTENER—there is only one answer . . . KXEL.

See your Avery-Knodel man today, or write KXEL for your copy of Conlan's newest, comprehensive "Study of Listening Habits"

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA
Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, Iowa

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

The Elephant has a Mighty Memory

...How impressions get lodged so firmly in the consciousness of the pachyderm, we just don't know—but we do know about people. And we know that the voice of radio reaches people in such a compelling way that the advertising they *hear* is better remembered than the advertising they *see.*

If you are a national advertiser, you might check spot radio—to reach people at times and places of your choosing with programs of your choosing—especially the great stations listed here.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

The **plus** in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion . . . billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers . . . makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK St. Louis' ABC Station, 12th & Delmar, CHestnut 3700

630 KC • 5000 Watts • Full Time

Owned and operated by the St. Louis Star-Times

Represented by John Blair & Co.

agency

MAX TENDRICH, Weiss & Geller, N. Y., named director of media radio and TV, succeeding **LESTER J. MALLETS**, resigned.

JIMMY FRITZ, vice president and account executive Ted H. Factor Agency, L. A., to Abbott Kimball Co. of California, same city, to work on new business, merchandising, sales promotion and account service.

HERBERT D. SCOTT, director of publication media Carl S. Brown Co., N. Y., appointed director of all media. **CHRISTINE M. PETRINO** continues as radio timebuyer for agency.

DONALD QUINN, Ruthrauff & Ryan, N. Y., to Pedlar & Ryan, same city, as head timebuyer.

WALLACE X. ARON elected vice president Richard N. Meltzer Adv. Inc., S. F.

on all accounts

FRANCES YOUNG AUSTIN acquired the creative urge early in life and as a young high school student she expressed the urge by writing pieces for her school publications, eventually becoming editor of the yearbook at San Francisco's Polytechnic High School. As editor of the yearbook she was introduced to the importance of advertising and at the same time became aware that here was a field offering the widest possible range to a creative talent.

She was an advertising woman from that moment on. Although she did not, of course, step immediately into her present position as radio and TV timebuyer for J. Walter Thompson in San Francisco. Several years of apprenticeship intervened. From Polytechnic High School she went to San Mateo Junior College and then returned to her home state to attend Oregon State College. (She was born in Portland, moving to San Francisco, via Seattle, at the age of 13.) In college she prepared herself for her future advertising career by acquiring a bachelor of science degree in commerce.

Mrs. AUSTIN

Upon graduation from Oregon State, her actual professional apprenticeship began—she took a job with NBC in the network's Artists Service. She learned the radio talent business during the following four years, booking concert artists and all types of entertainers for radio and personal appearances. Next she moved into sales and for nine years sold everything NBC had to sell—spot, network, local. Then she was ready for the advertising agency and in November 1945 joined J. Walter Thompson as radio timebuyer in San Francisco. TV timebuying was added to her duties when the medium came to Northern California.

Advertising to her is exciting and stimulating. A good campaign, she says, is a successful campaign and it doesn't matter what the product is or how large the budget. The small budget account is as important to her as the account with large sums to spend.

The wide range of campaigns she deals with is inidcated by the variety of accounts using radio and/or TV in the J. Walter Thompson San Francisco office. These include the Richmond & Northwest District Ford Dealer Associations, Kraft Cottage Cheese, Leo J. Meyberg (RCA distributor), the San Francisco *Chronicle*, Pan American World Airways, Southwest Airways, Safeway Store products, Shell Oil, Washngton State Apples, Holly Sugar and the advisory boards of the olive, raisin and wine industries in California.

And the list is growing steadily in both variety and number, particularly in the last few months. Activity has been increasing ra-

(Continued on page 69)

beat

RICHARD GARRETT IVES, Television Broadcasters Assn., to Campbell-Ewald, N. Y., as director of research.

W. L. BUNNAGAR, vice president-manager Philadelphia office Van Diver & Crowe, to contract department Gray & Rogers, Phila.

ESTHER M. MULLIGAN appointed comptroller Lindsay Adv. Agency Inc., New Haven.

H. M. BECKELMAN has opened new Liberty Adv. Agency in Ft. Worth, Tex. The firm is located at 401 Bewley Bldg.

HARLEY M. LEETE, Avery & Bruguiere, S. F., to Hoefer, Dieterich & Brown Inc., S. F., as account executive.

THOMAS B. RHODES, advertising manager Billups Petroleum Corp., New Orleans, to Herbert S. Benjamin Assoc. Inc., Baton Rouge, as account executive.

ROD MacDONALD, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, S. F., as media director. **CLIFF SPOONER,** freelance artist, to agency as associate art director. **EVE DURYEA,** Beaumont & Hohman, S. F., named administrative assistant of Guild, Bascom & Bonfigli, S. F.

WALTER SELOVER, Foote, Cone & Belding, S. F., to Russell, Harris & Wood, S. F., as account executive.

HAZEL THOMPSON, Young & Rubicam, N. Y., to C. J. LaRoche & Co., N. Y., as copywriter and stylist.

WILLIAM H. WEINTRAUB, president William H. Weintraub & Co., N. Y., will be among principal speakers at Ohio Assn. of Broadcasters meeting in Columbus, May 2-3 [BROADCASTING • TELECASTING, April 16]. His topic will be television.

LESTER A. WEINROTT, in freelance advertising business, serving such accounts as Wm. Wrigley Jr. Co., Chicago, to Ted Bates, N. Y., in executive capacity.

PHILIP BASSEL, Saks Fifth Ave., N. Y., to Hirshon-Garfield, N. Y., in radio-TV department.

DAVIS N. LOTT, owner Lott Adv. Agency, Santa Monica, Calif., recalled to active duty as deputy commanding officer, Armed Forces Radio Service, L. A., with rank of commander. Agency continues operation under management of **FRANK SCHROEDER.**

ENJOYING a private joke at an open house held by Dan B. Miner Co. in honor of the advertising agency's 40th anniversary are these five radio and agency executives (l to r): George Whitney, general manager, KFI Los Angeles; A. E. Joscelyn, CBS Hollywood director of operations; Hilly Sanders, vice president in charge, radio and television, Dan B. Miner; Ross Lockman, account executive, KNX Hollywood; Wilbur S. Edwards, general manager, KNX and Columbia Pacific Network. More than 300 people attended the gathering honoring the city's oldest ad agency.

How many Strawberry Plants should a good Ad sell?

One answer may well be—

It depends on the medium used. If several kinds of advertising are used concurrently—with the same type of copy offering the same products at the same prices—then results should be a good measure of media effectiveness.

Here's a Case in point:

"The Berry Patch" is a Honeoye Falls, N. Y., nursery establishment specializing in strawberry plants. Last spring the company divided its advertising expenditure among several media and kept accurate records of returns. With their kind permission, we print the results:

	Results, in % of total Plant Sales	Ad Cost per $100.00 of Sales
New York newspaper	1.1%	$4.40
Rochester newspaper	3.2	3.36
Local newspapers	4.6	3.70
Personal contacts	8.4	2.58
Station WHAM	32.3	2.53
*Unknown	14.2	2.16

The balance of 100% was sold by a pre-arranged contract with one buyer and without advertising.

This isn't the first advertiser who has learned that WHAM can sell more at less cost. . . . Have you a product to sell in Western New York? Turn the job over to WHAM—Western New York's most powerful salesman!

WHAM ROCHESTER, N.Y.

Basic NBC—50,000 watts—clear channel—1180 kc

ADVERTISER'S COMMENT: *"Undoubtedly greatly influenced by radio advertising."

4 great new shows... and they're all ACES

Lang-Worth announces four NEW radio shows . . . loaded with stars, showmanship and commercial appeal . . . available for sponsorship over all Lang-Worth affiliated stations.

1. **CO-STARRING Patti Page and Ray Anthony** in *Rhythm Rendezvous* — 15 minutes, 3 times weekly, combining the exceptional talents and audience appeal of the Nation's Number One female vocalist and top-rated Name Dance Band.
2. **ALLAN JONES** in a glamourous half-hour show, once weekly, featuring songs by Allan Jones with the 40-piece Sidney Torch Orchestra and guest-starring the 60-voice Luton Girls Choir.
3. **THE SUNSHINE BOYS:** Leading exponents of the rhythmic form of religious singing in a program of Gospel Songs — terrific audience impact. 15 minutes, 5 days per week.
4. **AN AMERICAN RHAPSODY:** Half-hour program of American songs . . . Cole Porter, Stephen Foster, Jerome Kern, George M. Cohan, Irving Berlin, George Gershwin, Charles Cadman and countless others. Orchestra, chorus and soloists.

Lang-Worth subscribers hold the top cards of the talent deck—that's why they win consistently in audience ratings and sales. Stellar shows like The Cavalcade of Music, Keynotes by Carle, Coté Glee Club, Remember When *and* Through the Listening Glass *make Lang-Worth the most valuable sales asset in the transcription field.*

LANG-WORTH FEATURE PROGRAMS, Inc.

Network Calibre Programs at Local Station Cost

113 WEST 57th STREET, NEW YORK 19, N. Y.

new business

Agency Appointments & Spot . . .

ORANGE CRUSH Co., Chicago, names Erwin, Wasey & Co., same city, to handle it sadvertising. Radio and TV spots are bought co-operatively on national basis with Orange Crush bottlers. New campaign will be started May 1.

BLUEBIRD PRODUCTS, L. A. (metal polish), names Vick Knight Inc., L. A., to handle advertising. Radio spots now being used on KWIK Burbank with plans to expand spot schedule to other local stations. **SCIENTIFIC NUTRITION Corp.**, L. A. (Foodex vitamin), also appoints agency. Radio and TV planned.

ALLIED MOLASSES Co., Perth Amboy, N. J., appoints John H. Riordan Co., L. A., to handle advertising. Radio will be used.

HOLSUM BREAD, division of **LANGENDORF UNITED BAKERIES**, S. F., appoints Russell, Harris & Wood, S. F., to handle advertising. **Royce Russell** is account executive. Radio and TV will be used.

WARNER-HUDNUT Co., N. Y., names Dancer-Fitzgerald-Sample, N. Y., to handle advertising for new and as yet unrevealed cosmetic product. Advertising plans now being developed.

SEAWOL Corp., L. A. (Electric-Matic Zig-Zag sewing machine), appoints Vick Knight Inc., L. A., to handle national advertising. TV planned.

F. FREIRIA Scrs. (distributor for Lipton products in Puerto Rico), appoints Publicidad Badillo Inc., San Juan, to handle advertising.

BU-TAY PRODUCTS Ltd., L. A. (Rain Drops water softener), appoints Dan B. Miner Co., L. A. to handle national advertising. Media plans being formulated. Hassel Smith is account executive.

RED TOP BREWING Co., Cincinnati, sponsoring transcribed *The Great Merlini*, produced by United Artists, in Cincinnati, Dayton, Columbus and Indianapolis. Agency: Ruthrauff & Ryan, N. Y.

Network . . .

BIGELOW-SANFORD Carpet Co. through its agency, Young & Rubicam Inc., has renewed half-hour *Bigelow Theatre* on 22 television stations effective in September for 26 weeks. Present cycle expires June 4. Firm plans to have 12 more programs filmed for new series and intersperse showing of them with those run on previous programs for new cycle. Jerry Fairbanks Productions, Hollywood, has produced films for program, and is slated to do new ones. Films budgeted at approximately $6,500-$7,000. **Frank Woodruff** directs for Y&R.

NORTHAM WARREN CORP., Stamford, Conn., on behalf of Cutex manicure specialities and Peggy Sage products, will sponsor first 15-minute segment of *The Laraine Day Show*, 1-1:30 p.m., Saturdays over ABC-TV starting May 5. Agency: J. M. Mathes, N.Y.

WILDROOT Co., Buffalo, N. Y. (hair preparations), April 23 starts *The World Today* on 17 Columbia Pacific Network stations, Mon., Wed., Fri., 5:30-5:45 p.m. (PST). Agency: BBDO, N. Y.

JUNKET BRAND FOODS, N. Y., will sponsor a quarter-hour segment of *Garry Moore Show*, Thurs., 1:30-45 p.m., on CBS-TV, starting June 7. Show is on five times weekly. Agency: McCann-Erickson, N. Y.

Adpeople . . .

M. J. PHILLIPS, assistant advertising manager Inco Nickel Alloys Dept. of International Nickel, N. Y., elected president Industrial Advertising Assoc.

C. JAMES PROUD, national field representative Advertising Federation of America, appointed assistant to president **ELON G. BORTON**.

ROBERT C. HILL appointed general manager Pictsweet Foods Inc., Mt. Vernon, Wash.

JOHN A. DEMOREST, assistant general sales manager Hiram Walker Inc., S. F., to California Wine Assn., S. F., as general sales manager.

LOUIS BEZARD, vice president Schiaparelli Inc., has resigned. He will temporarily maintain an office at the company's advertising agency, Robert W. Orr & Assoc.

WHAT'S UP?

Prices, taxes — practically everything . . .
EXCEPT WGN's rates.

In 1946, there were 3,761,000 radio homes in WGN's coverage area.*

In 1951, there are 5,042,000 radio homes . . . an increase of 1,281,000 homes.*

AND, at the same rates.

If you are going to buy . . . better buy radio and make your best buy WGN.

* NIELSEN RADIO INDEX

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 638 So. Van Ness Ave., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WAVE FLOODED BY 26,049 RETURNS FROM TWO LOCAL BROADCASTS!

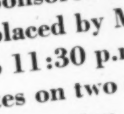
Did you ever look for rain and get a cloudburst? Here at WAVE we've always known that we had quite an audience, even after Hooper hours (and allowing for six other Louisville AM stations and two Louisville TV stations). But the top convincer came when we began broadcasting a nighttime amateur disk-jockey program (sponsored by the Oertel Brewing Company of Louisville, and placed by M. R. Kopmeyer Co.). The show runs from 10:15 to 11:30 p.m., weekdays. Every couple of months we ask for votes on two successive nights, and offer a prize for the winning vote-getter.

In the December contest, 23,908 voters replied to *two* broadcasts. In the February contest, the two broadcasts (Friday and Saturday night) pulled 26,049 returns! To us, that's a proof of *listenership!*

If we may use Morton's somewhat salty saying, "When it rains it pours". And pour it does at WAVE, for this is but one example in a long line of success stories. Let Free & Peters give you all the facts — or write us direct!

LOUISVILLE'S

WAVE



5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 40, No. 17 WASHINGTON, D. C., APRIL 23, 1951 $7.00 A YEAR—25c A COPY

AFFILIATES UNITE ON RATES

Morency To Lead Fight

By ED JAMES

HUNDREDS of radio network affiliates united last week in a desperate effort to shore up rate structures already cracked wide open by the sudden CBS price reductions and threatened with a complete cave-in.

At a spontaneous meeting in Chicago last Wednesday an estimated 700 affiliates of all four networks elected Paul W. Morency, WTIC Hartford, Conn. (an NBC affiliate), chairman of a committee which has the short-term mission of urging ABC, NBC and MBS to withhold rate reductions and CBS to rescind its announcement of rate cuts effective July 1 [BROADCASTING • TELECASTING, April 16].

The longer-range plan is to undertake a sweeping re-evaluation of network rates, a basic study that it is hoped will stabilize a reeling industry.

On Thursday the Affiliates Committee telegraphed invitations to the four network presidents to attend meetings with the committee in New York April 24 and 25.

The committee's wires pointed out there was a need for "prompt action" in beginning a study of "the whole problem of radio rate structure and all of its implications."

CBS Rates Chief Topic

The CBS rate reductions and their portents were the principal topic on the floor and in the corridors at the NARTB convention, meeting under more critical circumstances than broadcasters have ever faced before.

Justin Miller, NARTB chairman, in his address opening the association's convention, inveighed against the advertiser pressure that led to the CBS action, describing it as a "boycott by a combination of advertisers."

Mr. Miller, a lawyer by profession and former federal judge, said flatly there were indications of anti-trust violation in the "conspiracy" among national advertisers to force down radio rates.

Out of all the discussion, which ranged from outraged opposition to resigned acceptance, the majority opinion seemed to be that a job of fundamental industry-wide research was needed to determine whether indeed radio rates were out of date, whether they ought to be raised, lowered or left alone.

The feeling prevailed that if events that began with the CBS decision were allowed to take their helter-skelter course, without the levelling action of a sober and painstaking re-examination of radio's prices, the essential structure of the broadcasting industry was destined to change.

One high official of a leading network told BROADCASTING • TELECASTING candidly that networks were facing an unprecedented economic crisis.

He pointed out that not a single show had been sold by any major network in the past six months on a clean, above-board basis and at card rates. The network business, he said, had degenerated into a dog-eat-dog scramble among the networks to capture one another's accounts.

The reluctance of national advertisers to invest in network radio, at prevailing prices, had reached the proportions of a boycott, he said. He saw no assurance that the boycott would be broken by a 10 or 15% rate reduction.

A reduction of that order, he said, might be enough to entice present accounts to remain on the air, but he doubted that it would bring in an appreciable number of new ones.

In the view of this executive, networks are approaching a time when drastic revisions of their basic nature may be demanded. Revenues from network operations have been steadily declining, he pointed out, and such corporate profits as have been made have come from owned and operated stations or other activities.

Other New Devices

If rate reductions do not accomplish their intended purpose of keeping network business volume at levels that insure at least moderate profit, the networks will have to resort to new devices of obtaining revenue.

This network executive pointed out that the amounts spent by advertisers in network radio have been declining while expenditures in national spot and local business have steadily risen. Taking their cue from such statistics, networks may finally come to providing a

(Continued on page 90)

NARTB CONVENTION

Biggest Since '46

By J. FRANK BEATTY

RADIO and television broadcasters met new and unexpected problems at their first joint convention last week, convening in Chicago for the first time as NARTB.

They met these problems head-on in the largest convention since the post-war meeting of 1946, and left Chicago late in the week with the hope that effective machinery is available to protect their business and program properties.

Not within memory of most broadcasters has so staggering a problem been faced with such suddeness as the CBS-propelled rate-cutting move. Some of these broadcasters arrived at the Stevens Hotel in a state of commercial shock. Others were mystified, or resentful.

There ensued five days of unscheduled conferences and rump meetings and corridor gatherings.

Why had CBS taken this devastating step? What could be done about it? Would it start a rate-cutting deluge?

The answers—partial answers, at least—began to emerge as the week progressed, culminating in formation of an Affiliates Committee to meet this week with network presidents and to see what can be done about holding the line on rates and perhaps recapturing prestige and commercial power on behalf of the station licensee.

Main Job Is Done

While this rash of confused conferring was dominating the thoughts and words of broadcasters, network officials, representatives and related groups, there still remained the main job of conducting an annual convention.

This job was done. It took the form of four separate conventions—a Monday defense mobilization meeting, open to members and non-members; a three-day management convention; a two-day engineering convention; one-day TV meet.

That was the all-time record for

(Continued on page 92)

* * *

JUSTIN MILLER (l), retiring president of the NARTB, greets Harold Fellows, president-elect, as they appeared at the opening convention session Monday.

COVERAGE OF THE CHICAGO CONVENTION IN THIS ISSUE

To facilitate location of the various stories on Chicago activities the following page references are given:

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CBS REPORT

First Quarter Gross Up 27.6%; Net Income Drops 2.1%

GROSS INCOME of CBS and its subsidiaries during the first quarter of 1951 was $39,323,391, up 27.6% from the $30,809,064 gross for the like period of 1950, Samuel R. Dean, CBS treasurer, reported in a statement released Wednesday at the company's annual stockholders meeting in the CBS board room in New York.

CBS net, however, showed a 2.1% decrease for the quarter, amounting to $1,276.054 or 74 cents a share for the first 13 weeks of 1951, compared with $1,304,050 or 76 cents for the same period of 1950.

CBS President Frank Stanton presided at the meeting, which William S. Paley, board chairman, was unable to attend as he was required to be in Washington, where he is serving as chairman of the President's Materials Policy Commission.

Directors Elected

Stockholders re-elected Ralph F. Colin, Isaac D. Levy, Leon Levy, Edward R. Murrow, Mr. Paley and Mr. Stanton as Class B directors; Prescott S. Bush, J. A. W. Iglehart, Samuel Paley, Joseph H. Ream and Dorsey Richardson as Class A directors. The sixth Class A directorship, left vacant by the resignation Feb. 1 of Edward Wallerstein, former president of Columbia Records, was not filled, no candidate being proposed by the board.

The meeting ratified the board proposal for making 150,000 shares of authorized but unissued Class A stock and 10,000 shares of Class B stock available for purchase during the coming 10 years by CBS employes selected by the board to be given options to acquire the stock at a price to be set by the board but not less than 85% of a fair market value. An incentive measure, the plan calls for 15,000 shares of Class A stock to be optioned to employes each year. Stockholders also ratified the board's earlier action in optioning 7,000 shares of Class B stock to Mr. Stanton and 3,000 shares of Class B stock to Mr. Ream, the network's executive vice president.

CBS acquisition of Hytron Radio & Electronics Corp., approved a week earlier by the CBS board [BROADCASTING • TELECASTING, April 16], was mentioned by Mr. Stanton who, in answer to a stockholder's question, said that to the best of his knowledge Hytron is not carrying an embarrassingly large inventory of TV sets such as has been reported for other set manufacturers. An arrangement, calling for an exchange of 31 shares of CBS stock for each 100 shares of Hytron stock, will not become effective until ratified by the stockholders of both companies, but no action was taken at the CBS meeting as about a month will be needed to assemble the necessary information, it was reported. When that has been done, a special CBS stockholders meeting will be called, probably in mid-May.

Loyalty Question

A question about the loyalty statement required of all employes by CBS was answered by Mr. Ream, who said that the questionnaire used by CBS was the same as that required of all applicants for Civil Service positions and had been instituted by the network following the President's declaration of a national state of emergency because of the unique position of a network at a time of emergency. Asked specifically concerning the dropping of Louis B. Untermeyer from the CBS-TV show *What's My Line?*, Mr. Ream pointed out that Mr. Untermeyer was not a CBS employe but an actor on one program, adding that he was "not going to go into here the reason for changing talent on programs."

'52 CONVENTION

Board Picks New York

NEW YORK was picked as the site for the 1952 NARTB convention by the board of directors, with the Waldorf-Astoria Hotel as headquarters. Meetings will be held April 26-May 2.

The New York site is subject to contract negotiations, with the chance it will be moved if a favorable deal cannot be made.

Four of the six postwar conventions have been held in Chicago—the last three at the Stevens. The 1948 convention was held at Los Angeles, 1947 at Atlantic City, and 1946 at the Palmer House, Chicago.

Paul Harvey Sponsors

ON APRIL 2, 63 cooperative advertisers assumed joint sponsorship of Paul Harvey's news analysis program, Monday through Friday, 1-1:15 p.m., on ABC. The co-op sponsorship consists of furniture stores, automobile dealers, household appliances, department stores, etc.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now an unsolicited testimonial . . ."

CONTRACT NEWS

Baseball Pacts Continue

NEWS of signed baseball contracts continued to trickle in last week. Other signings have been listed previously [BROADCASTING • TELECASTING, April 16, 9]. Those reported last week follow:

Liberty Broadcasting System baseball broadcasts this year are sponsored by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, over approximately 150 outlets, with remainder of 360-odd LBS stations on a co-op basis, the network announced last week.

For the fourth consecutive year, two Baltimore Oriole home games weekly will be telecast over WMAR-TV Baltimore. Gunther's Beer and the Atlantic Refining Co. will halve the sponsorship.

Agencies are Ruthrauff & Ryan for Gunther's and N. W. Ayer & Son for Atlantic.

Also in Baltimore, WAAM (TV) announced that it will carry [illegible] Washington Senator games under the sponsorship of the American Brewery Inc., which, in addition, is sponsoring nine Senator games over WBAL-TV Baltimore. Elmer D. Free is the agency.

Meanwhile, WWDC Washington announced a "home run" sell-out of sponsorships of all broadcasts of Senator games, plus all program and spot announcement adjacencies. Sponsoring the play-by-play broadcasts are the Christian Heurich Brewing Co. (Old Georgetown beer) and Sinclair Refining Co.

KTUL Renews

JOHN ESAU, vice president-general manager of the Tulsa Broadcasting Co., operator of KTUL Tulsa, announced April 13 the station had renewed its contract as an affiliate of CBS. Mr. Esau said he had signed a two-year contract with Herbert V. Akerberg, vice president in charge of station relations for CBS. KTUL has been an affiliate of CBS since 1934.

HIGH ADVERTISING LEVEL

Seen by AAAA

By RUFUS CRATER

FORECASTS for continuing high-volume advertising levels brightened the 33d annual meeting of the American Assn. of Advertising Agencies, held last Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

These heartening predictions shared the three-day agenda with sober calls upon the advertiser and agency field to turn its talents more fully to promotion of morality and American ideals and principles; to do more to sell the public and its lawmakers on the value of advertising itself as well as products, and to continue and expand its program of self-regulations.

Starting with the election of Young & Rubicam's Louis N. Brockway as the new AAAA board chairman (story this page), the approximately 400 members and guests also:

- Heard a review of the special Test Survey Committee's report and recommendations on radio-TV audience measurement methods and were called upon to give the report serious study as a possible approach to solution of the ratings problem.
- Heard Ralph W. Hardy, NARTB director of government relations, outline Congressional criticisms of advertising and suggest remedies.
- Were told that radio and television must be especially careful with their powerful influence on development of public ideals and principles.
- Heard television described as the biggest contributor of problems to the media side of advertising.

Ad Volume High

In an executive session opening the convention, built around the theme of "Advertising in a Mobilized Economy," AAAA President Frederic R. Gamble pointed out that although many defense and wartime problems may recur, "advertising volume is still high" and general business activity already has reached a $300 billion rate and "promises to go considerably higher."

"On that volume," he continued, "the normal advertising percentage of 3% would result in total advertising volume of over $9 billion compared with the present rate of between $5 and $6 billion.

"Even if we were to fall as low in percentages as the 1½% we reached during World War II, we could apparently still expect advertising volume not to fall below $4½ billion—and it seems likely that, with the continued expansion of production, advertising might continue well above this figure."

On the darker side, Mr. Gamble noted the proposed 20-25% tax which the staff of the Congressional Joint Committee on the Economic Report recommended to be placed on advertising. Fortunately, he said, "no members of the Congressional committee have indicated their intention to support the tax proposed by the staff."

He also noted that "serious shortages of paper for publication use and of inks and chemicals —"possibly affecting advertising reproduction"—may be in the offing, along with a manpower shortage.

Membership High

Mr. Gamble noted that AAAA membership is at an all-time high of 253 and that members' financial position "appears to be good."

"But," he said, "television still presents a serious financial problem to many agencies. On the media side of the business, in fact, by far the most problems are arising in television. Coming into the home as it does, with both sound and pictures, it has raised new problems of taste and censorship."

In a similar vein, at the same executive meeting, Mr. Brockway in accepting election to the chairmanship emphasized advertising leadership's responsibility in the campaign for a return to true American ideals and said, with respect to radio and TV:

"We must be certain that our radio and television programs are always in good taste, that they do not glorify or condone crime or criminals or do not set up wrong standards of conduct for others to imitate in the mistaken belief that they are socially desirable or acceptable. The radio or television program that presents distorted pictures of American life or that makes heroes of thugs, gangsters, crooked politicians or dissolute persons tends only to elevate in the minds of millions the actions of these characters, and to place the stamp of approval upon a subversion of the ideals and principles we are fighting for."

Improved business for advertising was forseen by Richard Glenn Gettell, chief economist of Time Inc., in Friday's opening session. He considered the current mobilization program, in so far as it is now planned, no cause for worry to the advertising industry.

Using World War II experience as a guide, he said that "at the worst, this would mean a 3% reduction in advertising during the first year of mobilization. Thereafter—substantial growth."

Whereas 45% of national output was for military purposes at the peak of World War II, he said, announced plans now contemplate only 15% by the end of 1951 and a maximum of 20% next year.

He noted that all principal national advertising media's revenues showed a 3% decrease in 1942 as compared to 1941, but an 83% increase in 1946 as compared to 1941.

"Projected from 1950 levels of $1.560 billion," he said, "this would give a decline to $1.5 billion in this year but an increase to $2.850 billion five years hence.

Higher Spending Seen

"Consumers are going to have more money to spend this year than last year," he continued. "And, in all probability, more money next year than this year. And in as much as the volume of advertising demonstrably increases along with the volume of consumers spending, our prospects for this year and next, the way we are going now, are bright."

Mr. Hardy said in a speech prepared for delivery Saturday that he had found that Congressmen "frequently reflect a shocking lack of understanding of the functions, purposes, and worth of advertising in our economic and social institutions." He grouped Congressional criticisms as follows:

1. That advertising is an unnecessary luxury, an economic waste, and that it should certainly go by the boards during any critical national situations.

2. That there is something phony in advertising.

3. That because of flagrant violations of good taste and propriety (not at all well-identified as to specifics in the minds of critics) there has been a general breakdown in the pub-

(Continued on page 107)

NEW OFFICERS

Brockway Is Elected AAAA Chairman

LOUIS N. BROCKWAY, executive vice president of Young & Rubicam, New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA opened its 33d annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see story this page).

He succeeds Fairfax M. Cone, chairman of the board of Foote, Cone & Belding.

John P. Cunningham, executive vice president of Cunningham & Walsh, New York, was elected vice chairman, and Wilbur VanSant, president of VanSant, Dugdale & Co., Baltimore, was named secretary-treasurer.

President Frederic R. Gamble continues in office for another year.

Directors elected at the Thursday sessions:

Directors-at-Large, for terms expiring in 1954—William R. Baker Jr., president, Benton & Bowles, New York; B. C. Duffy, president, BBDO, New York, and E. E. Sylvestre, president, Knox Reeves Adv., Minneapolis.

Directors representing 4A's sectional councils, for terms expiring in 1952—Fletcher D. Richards, president, Fletcher D. Richards Inc., New York, representing the New York Council; George C. Wiswell, treasurer, Chambers & Wiswell, Boston, New England Council; Wesley M. Ecoff, president, Ecoff & James, Philadelphia, Atlantic Council (re-elected); F. W. Townshend, vice president, Campbell-Ewald, Detroit, Michigan Council; Rolland Taylor, vice president, Foote, Cone & Belding, Chicago, Central Council; L. C. Cole, partner, L. C. Cole Co. Adv., San Francisco, Pacific Council.

The following directors-at-large continue in office:

Robert D. Holbrook. president, Compton Adv., New York; Winthrop Hoyt, board chairman, Charles W. Hoyt Co., New York, and Lawrence L. Henfield, president, Doherty, Clifford & Shenfield, New York, all of whose terms expire in 1952; Gordon E. Hyde, president, Federal Adv., New York; Earl Ludgin, president, Earle Ludgin & Co., Chicago, and Henry M. Stevens, vice president, J. Walter Thompson Co., New York, whose terms expire in 1953.

Messrs. Duffy, Ludgin and Stevens were named to serve with the association's four officers on the Operations Committee, which convenes monthly.

* * *

Mr. Brockway, new board chairman, entered advertising in 1919 when he became advertising manager of *Scribner's* magazine, and has been with Young & Rubicam since 1930. He joined Y&R as an account executive; became vice president and account supervisor in 1939, and was named executive vice president in 1943. He was vice chairman of the 4A's the past year; has been a director since 1948, and is a director and chairman of the Advertising Council's Executive Committee.

Mr. Cunningham, new vice chairman, joined Newell-Emmett Co. in 1919 and rose to the post of executive vice president when the firm was incorporated as Cunningham & Walsh in 1950. Mr. VanSant, new secretary - treasurer, established VanSant, Douglas & Co. in 1914.

Mr. Brockway

Mr. Cunningham

Mr. VanSant

PETRY WARNS On Rate Cuts, Network Spot Pitch

By EDWARD PETRY*

PRESIDENT, EDWARD PETRY & CO.

THERE are two important topics which are the reason for this meeting today.

One of them concerns the highly publicized report which the ANA has recently issued on the subject of radio time values.

The ANA report is an effort to justify general reductions in radio broadcasting rates. They are making the attack, at the start, on network time rates, assuming that spot and local rates will follow in line. Apparently, they have at least partially convinced CBS and ABC, because they have announced a general rate reduction for network advertising effective July 1.

I don't know how they are going to justify those reduced payments to their affiliates — particularly in non-television markets—but presumably they are just going to implement it, with or without justification. As everybody in this room knows, I personally and everybody in the Petry Co., has always been in favor of *high* rates. We have always felt that radio has been sold too cheaply. We feel the same way today. While it mây be true that radio is not giving as much value, in some television markets, as it formerly did—it is nevertheless true that dollar for dollar it is still a great advertising medium.

Cites ANA Report

The ANA report, while not complicated in itself, is something we have had to analyze at considerable length, and with the use of a lot of figures and statistics. For that reason I thought it better to have our thoughts about it put down on paper so that you could read them and study the figures better than you could by just hearing them.

The other main topic concerns the situation which has come up as a result of the network's invasion of the spot broadcasting field by selling spot over their chains.

The new move the networks have made into the national spot field, in the matter of using their network facilities as vehicles for spot advertising, is a subject of even more immediate and far-reaching importance.

Many stations here today had their biggest national spot year of all time during 1950. Every station here today, with the exception of three, carried more national spot during 1950 than it did the previous year.

The entry of the networks into the national spot field, by using their chains to carry national spot business, is a development which we feel will drastically reduce all of your income from national spot during 1951 and may reduce your national spot radio in the not too distant future to something approaching the vanishing point. The problem that we want to outline and discuss then is, in its simplest form, how can we maintain the highest possible level of national spot business.

Anyone who is not emulating the ostrich will agree that increased budgets for TV, both spot and network, will eventually result in some lowering of budgets available for spot radio. As a matter of fact, this situation already pertains in certain highly developed TV markets. As is true when any new medium is available to the advertiser, it eventually falls into its proper place, and this is usually accomplished in a fairly orderly manner. We think that television and radio will reach their respective levels based on their separate abilities to serve the advertiser. In the meantime, we can all contribute to this orderly change by selling radio on its special advantages and selling television on its advantages.

The new, and in our opinion, much more serious, threat to national spot radio is this new fact that all networks are using their chains to carry spot broadcasting and spot announcements. Already the country's largest user of radio and one of the smartest radio advertisers—P&G—has bought and is now running spot announcements on the ABC network. CBS has not so far sold outright one-minute spots in existing network sustaining programs. However, they have accomplished practically the same thing by dropping five-minute newscasts into existing CBS sustainers, and the P&G Ivory Bar one-minute copy is then carried in those five-minute shows.

Either way it is done, the threat to a large proportion of your income remains the same. Our information is to the effect that other large current users of national spot are now seriously considering following P&G's lead. It is our considered opinion that, as more and more money is diverted from national spot to network spot, the network will see to it that more and more programs are made available for this type of service. Here, precisely, is what happened in the case of P&G:

P&G had allocated approximately $345,000 for a 13-week national spot campaign, of which $107,000 was headed for your markets. The budget called for 10 spots per market per week.

Before the actual buying was completed, we were informed that the campaign had been called off

(Continued on page 96)

THE MAN who established national spot radio on the successful economic and ethical basis it enjoys today—Edward Petry, founder and president of the exclusive station representative firm bearing his name—he comes to the defense of spot radio from what he charges are inroads by the national networks. Here, too, he defends the value of radio time itself, holding radio continues to be the best buy of all media, TV or no TV. Entering radio in 1925 as manager of former WGL New York, Mr. Petry speaks as an industry veteran. His firm, Edward Petry & Co., was founded in early 1932.

Mr. Petry

RADIO VALUES

Petry Answers ANA, Points Out Fallacies

A PERSUASIVE answer to the Assn. of National Advertisers' report on radio time values (and a timely contradiction to the argument that radio costs are no longer economical) was presented to client stations last week by Edward Petry Co., station representative firm.

The Petry company selected three radio stations, in markets of various sizes and degrees of television penetration, to use in illustrating fallacies in the ANA report. The ANA report recommended that evening rates on Station A be reduced 5%, on Station B 25% and on Station C 50%.

What actually makes more sense, according to the Petry analysis, is that Station A should raise its rates 84%; Station B should raise its 33%, and Station C should lower its rates 34%. In the case of Station C, the Petry study points out, a further adjustment of the figuring to recognize the decrease in real value of the dollar, would justify this station's making a 5% increase in its rates.

One of the principal flaws in the ANA study, according to the Petry company, is that it overlooked the fact that in most communities the present number of radio homes is greater today than it was when the rate that ANA proposes to cut was established.

The number of radio homes today is "greater even after you lop off all the television homes," the Petry report said.

To look at radio in terms of the growth of TV alone as a means of assessing radio's value is economic nonsense. The changes in actual costs of reaching people through various advertising media need to be investigated.

To show a comparison in the changes in actual value for radio, newspapers and magazines, the Petry company used the same three stations, the largest evening newspapers in each community, and *Life* and *Saturday Evening Post*.

Averaging figures for each of the three media, the Petry study showed that since 1942 newspaper rates had risen 54%, magazines were up 89%, and radio had increased 7%.

In the same period the cost-per-thousand circulation for newspapers has risen from $7.72 to $10.32; for magazines, from $2.27 to $3.02, and the cost-per-thousand families for radio has declined from $1.30 to $1.23.

The percentage of increase in cost-per-thousand is 34% for newspapers and 33% for magazines. The cost of radio in the same interval has dropped 5%.

Summing up, the Petry company said: "In newspapers you now pay $1.34 for every dollar you spent 10 years ago. In magazines it costs you $1.33 to get your old-time dollar's worth. But in radio today you get for 95 cents the advertising that used to cost you a dollar."

* * *

DISCUSSING the rate situation after the Petry luncheon last Monday in Chicago (l to r): Frosty Blair, Petry, Chicago; Ed S. Whitlock, WRNL Richmond; Benedict Gimbel Jr., president and general manager, WIP Philadelphia, and Miller Robertson, vice president in charge of sales, KSTP Minneapolis.

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* Address delivered April 16 before closed meeting of Petry-represented stations, Stevens Hotel, Chicago. About 50 station executives were present.

STATISTICAL side of radio held interest of BAB duo and alumnus as A. C. Nielsen addressed the BAB meeting at Chicago. L to r: William B. Ryan, BAB president; Edgar Kobak, WTWA Thomson, Ga., BAB board chairman, and Maurice B. Mitchell, Associated Program Service, former BAB director.

PANEL DISCUSSION at BAB meeting in Chicago included (l to r): A. C. Nielsen, head of A. C. Nielsen Co.; Frank E. Pellegrin, H-R Representatives; Lewis Avery, Avery-Knodel; Robert Gray, Esso Standard Oil Co.; Jerry Stolzoff, Foote, Cone & Belding.

* * *

RATE DEBACLE

BAB Begins Its Industrywide Crusade

BROADCAST Advertising Bureau opened its industrywide fight to pull radio out of its current rate debacle at a Tuesday morning clinic held during the NARTB Chicago convention.

President William B. Ryan and Edgar Kobak, WTWA Thomson, Ga., BAB board chairman and NARTB board member, started the campaign to sell radio by an aggressive sales promotion campaign. They were supported by advertiser, agency and related spokesmen who agreed the medium should be developed to new heights and effectiveness.

This first organized attempt to meet the CBS-projected rate crisis head-on was conducted in a quiet, orderly atmosphere. Determination rather than high-pressure talks marked the 2½-hour meeting as BAB made its first bid to the membership for financial support.

Kobak Keynotes Charge

Mr. Kobak sounded the keynote by charging that radio is shortchanging itself and the listening public by watching TV develop instead of fighting for better programming and better selling. He claimed radio is punch-drunk from boos of advertisers who are getting better results from radio while demanding lower rates. BAB will supply the promotion leadership and research, he said. At the same time he blamed broadcasters because they had failed to raise rates in recent years. "Treat all advertisers alike and cut out deals," he said.

"My own opinion is that CBS took a drastic move. Columbia hated to do this and is catching lots of squawks. The next two weeks you will hear from all networks. You might as well take it —you're going to get it. Then take the offensive." He urged management separation of radio and television, adding that TV will eventually set up its own promotion bureau.

Mr. Ryan, making his first convention appearance as BAB president, quietly and earnestly called for support of BAB as he outlined the industry's current problem and what should be done about it. He noted that the organized, unified attack of the Assn. of National Advertisers had met some measure of success but claimed radio is vulnerable because it doesn't defend its own rates.

Wasted Energies

"Radio dissipates its energies fighting itself," he said. Through radio has produced more statistics than any other medium it has never measured the size of its audience aside from the data in the two BMB studies, he said. Rather it has produced highly competitive research for individual stations and networks.

Mr. Ryan reminded that the public bought 13 million radio sets

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'SALES CREDO'

BAB Reads Kesten Message

IN A critical hour, broadcasting received an inspirational sales credo from one of its illustrious pioneers. Paul W. Kesten, former CBS executive vice president and now consultant to the network, sent a message to Broadcast Advertising Bureau, to which he is consultant. The letter was read at the BAB clinic held Tuesday morning during the NARTB Chicago convention.

Mr. Kesten

Here is the credo, contained in two types of effort he felt BAB should carry on:

First a continuing, constructive, untroubled flow of material selling radio as the broadest, simplest, lowest-cost mass advertising medium on record—commanding the most open, easy, eager channel that God ever invented to reach the human mind . . . the human ear. That's basic about radio, it always will be basic, it can't be overplayed.

Second, a hard boiled, highly competitive opportunistic barrage of plug-ugly comparisons with other media—magazines, newspapers and by no means excluding television. Case histories . . . deadly parallels . . . cost-per-sale stuff gleaned from bargain basements and from lofty campaigns from the local level to the national level and back again . . . no holds barred.

AM, FM INCOME

FCC Reports '50 a Peak Year

SHARPLY reversing the trend of aural broadcast income—which had been steadily declining since 1944—the FCC last Thursday revealed that total income for 1950 for AM and FM, before federal taxes, rose 34.5% over 1949.

The Commission's figures on aural services were indicated by preliminary estimates filed by networks and stations with that agency. Similar analysis of television networks and stations had been released late last month by FCC [BROADCASTNIG • TELECASTING, April 2].

In reaching its peak income year, aural revenue from time sales and other sources amounted to $447.7 million (see Table I). This, coupled with television's 1950 figure of $105.8 million, pushed the overall broadcasting industry total past the half-billion dollar mark for the first time.

These figures also indicate that network business during 1949-50 remained virtually constant with the rise in aural revenue primarily attributable to increased business of stations.

Of interest is FCC's comparative revenue figures showing that aural stations located in TV markets suffered no aggregate loss, but rather they experienced a 6.8% increase in 1950 over the previous year (see Table II). This table, confined to stations in operation over the two years, also discloses

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TABLE I

AURAL BROADCAST SERVICE

Estimated 1950 Revenues, Expenses, and Income

	1950	1949	Increase in 1950
	(Millions of dollars)		(%)
	Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$109.7	$108.1	1.5
Other AM and FM Stations [2]	338.0	307.1	10.1
Total	447.7	415.2	7.8
	Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	91.2	90.6	0.7
Other AM and FM Stations [2]	285.6	271.9	5.0
Total	376.8	362.5	3.9
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	18.5	17.5	5.7
Other AM and FM Stations [2]	52.4	35.2	48.9
Total	70.9	52.7	34.5

[1] The number of network owned and operated stations in 1949 was 27 and in 1950, 28.
[2] Including 2,098 AM, AM-FM or independent FM stations in 1949 and 2,173 in 1950.

NARTB BASIC PROBLEMS

Board Studies

SERIES of NARTB joint board and TV board meetings during the NARTB Chicago convention, first in the history of the newly aligned association, worked out basic problems of aural and video operation under one trade association.

TV and joint board meetings were held Saturday, April 14. They were followed by a number of special and committee sessions at which key issues were discussed.

The autonomous TV organization failed to come up with a general manager, or operating head. The board adopted a series of resolutions which were ratified Thursday by the TV membership (see TV defense-business story page 75).

Resolution supporting passage of the McFarland Bill (S 658) was unanimously approved by the joint board. Frank U. Fletcher, WARL Arlington, Va., FM director-at-large, introduced the resolution. The McFarland Bill would streamline FCC procedure. NARTB President Justin Miller is to appear before the House Interstate & Foreign Commerce Committee when hearings are resumed April 24. He will testify in support of the bill.

The board voted appointment of a membership committee to screen applicants for associate membership.

Kobak's Research Motion

On motion of Edgar Kobak, WTWA Thomson, Ga., small station director, the board voted to name a special board committee to look into the report by the Special Test Survey Committee. This test committee, headed by Dr. Kenneth H. Baker, NARTB research director, submitted a report last winter urging NARTB to take the lead in promoting a comprehensive study of audience measurement techniques in an effort to remove confusion in the research field.

The whole matter of research confusion came to a head last summer when KJBS San Francisco asked for a showdown on value of various techniques. The project was launched in an advertisement in BROADCASTING • TELECASTING. Dr. Baker's committee made an extensive preliminary study of the problem and suggested a thorough analysis of research techniques could be made for about $140,000.

Robert D. Swezey, WDSU-TV New Orleans, reported on behalf of the Presidential Selection Committee, which had signed Harold E. Fellows, WEEI Boston and CBS New England manager, to a five-year contract as NARTB president, effective June 4. Judge Miller becomes chairman of the board. The selection of Mr. Fellows was ratified. He was introduced to the board by the committee.

Neal McNaughten, NARTB engineering director, was directed by the board to take part in the sixth plenary assembly of the International Radio Consultative Committee (CCIR), starting next June in Geneva. Mr. McNaughten is international chairman of Study Group No. 10 which deals with broadcasting, having been named by the State Dept. He will sail May 26. Last CCIR meeting was held at Stockholm in 1948.

C. E. Arney Jr., secretary-treasurer since 1939, was re-elected for another year.

Accepted into associate membership were Audio & Video Products Corp., Azrael Adv. Agency, Bruce Eells & Assoc., Kliegl Bros. and Snader Telescriptions Sales.

The separate TV board held a pre-board meeting prior to the joint board session April 14 with Eugene S. Thomas, WOR-TV New York, presiding.

Thad H. Brown Jr., NARTB's TV counsel, was named to direct activity of the autonomous TV organization until a chief executive has been selected, possibly in June. The special committee in charge of selection of a general manager will meet June 2 at Williamsburg, Va., prior to the June 4 joint board meeting in Washington.

EUGENE THOMAS, director of television operations, WOR-TV New York, and chairman of the 1951 Convention Committee, opened the first business session in Chicago last week.

Mr. Thomas made this comment on selection of Mr. Brown: "This action is taken pending the choice of a man who will serve in the post permanently. Mr. Brown will report directly to the Television Board." Charles A. Batson has been directing operations of the TV organization.

George B. Storer, Fort Industry stations, reported to the TV board on behalf of the selection committee. Other members are Campbell Arnoux, WTAR-TV Norfolk; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Harry Bannister, WWJ-TV Detroit.

Dues Schedule Set

Monthly dues for the TV organization were adopted—the five-minute advertising rate, or half the 15-minute rate, whichever is lowest. This rate is effective May 1. It was approved on recommendation of the finance committee, of which Mr. Storer is head. The question of special rates for joint AM-TV memberships was left to the NARTB board.

A special type of membership was proposed for TV station applicants so they can receive data on FCC actions and other allocations information. This was deferred to the Tuesday meeting.

Mr. Thomas reported 58 of the 107 operating TV stations now belong to NARTB, first time a majority of TV outlets have belonged to any single trade association. Mr. Brown reviewed legislative and regulatory matters affecting the TV industry.

JUSTIN MILLER

Counsels at Opening Session

JUSTIN MILLER, NAB president for the past six years, said last week that his assumption of the chairmanship of the new NARTB did not constitute a "swan song" and that his new position would permit him at last to do the sort of job that was promised him when the NAB "lured" him to leave a lifetime federal judgeship.

He delivered the principal address of the opening session of the 29th annual convention of the broadcasters' trade association Monday afternoon.

Judge Miller said that the NAB selection committee, in seeking his acceptance of the NAB presidency in 1945, promised that he would not be "burdened with management and administrative duties—instead, my most important function was to be that of diagnosis and prescription of remedies."

Persuasive Factor

He said that he regarded that as "the most attractive feature of the committee's offer and the one which finally persuaded me to leave the bench."

Contrary to promises, he said, events obliged him to "plunge at once into the work of management and administration, and . . . I rarely got out of it."

The reorganization of NAB into NARTB and the election of Harold Fellows, former general manager of WEEI Boston, as president, has resulted, Judge Miller said, in an arrangement to the judge's satisfaction.

"The board has appointed me to a position in which I can do the sort of job with which the 1945 committee on selection lured me, from a lifetime tenure on the federal bench, to the uncertainties of a short-term trade association tenure."

Judge Miller devoted most of his address to giving "advice to my successor."

Advice to Fellows

The first thing he advised Mr. Fellows to beware of was the trade press, although he did not identify any journals by name.

He remarked that a man may be a "D-English major one day, a cub reporter the next, and an expert on everything a year or two later. This fact is one which the dictators always capitalize, in the use of the 'big lie' technique. No better proof can be found of the fantastic gullibility of many people."

Having warned Mr. Fellows against taking the trade press seriously, Judge Miller advised him that on a trip (the Judge recently returned from South America) he had learned that the three dominant motivations of the people in one country were love, money and laziness.

"I suspect," he said, "that these three are high up on the list in most countries. You may be sure that where they are dominant, there is little time or energy left for such activities as those of trade associations. That explains, perhaps, why the percentage of membership runs close to 50% of the total number of broadcasting stations."

Those who are members, he added, do not all participate wholeheartedly in association affairs.

"And remember, Mr. President-elect," Judge Miller said, "they will gripe to you. . . . You may have a board meeting next Monday, for which you have to prepare an annual budget; you may be in the midst of a congressional hearing on a bill which threatens the very existence of commercial broadcasting; but when such a letter comes in from a broadcaster, you must drop everything and explain to him just why the board adopted a certain policy and why you carried it out—or at least that is what he thinks you should do."

Judge Miller pointed out that within the association there were "irreconcilable differences." He said there were "those who are in the association to grind their private axes; who will try to convince you in ways, both blunt and subtle, that they are entitled to have NARTB serve their special interests and give them special advantages over other members."

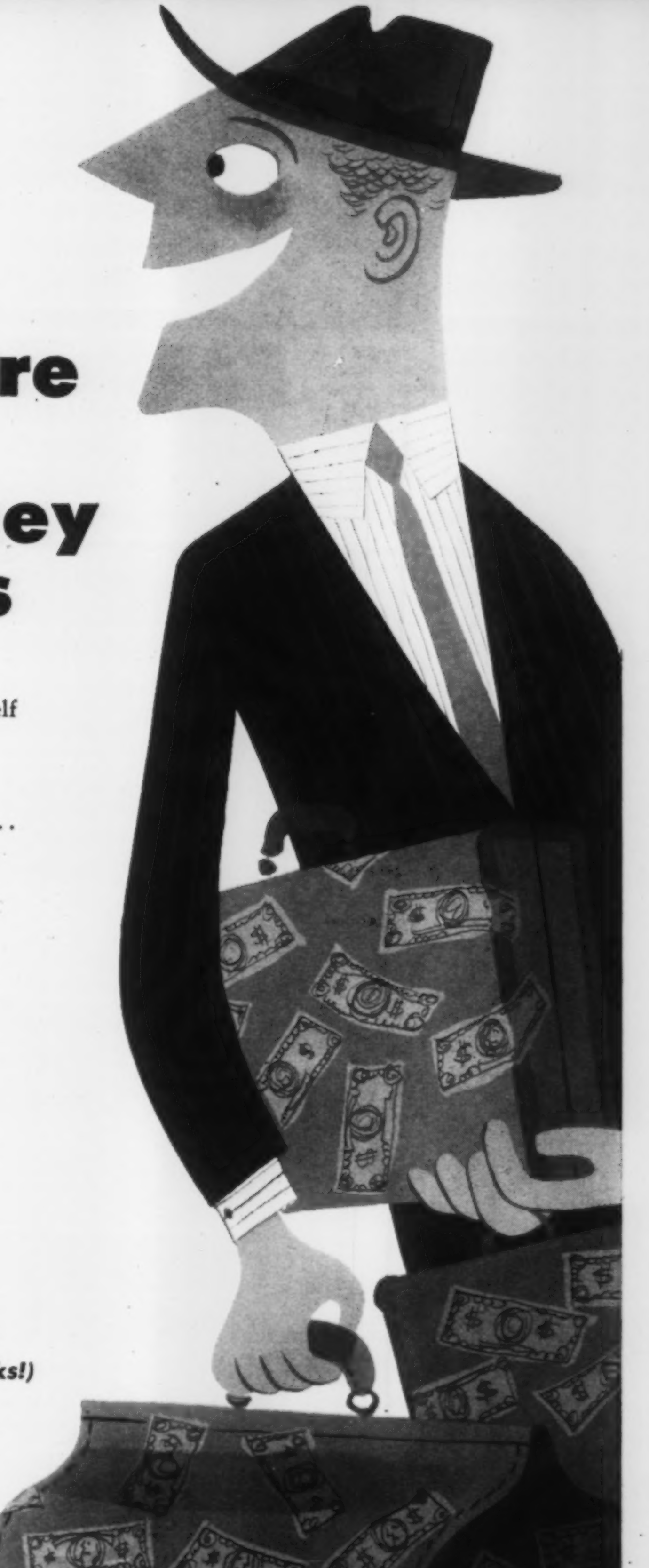
"Don't kid yourself, Mr. President-elect," said Judge Miller, "that you can reconcile all differences and keep everyone happy. You can't."

Judge Miller said that another

(Continued on page 107)

Come Summer . . .

go where the money goes



This summer, check in at 50,000-watt KSL. Discover for yourself the four-state summer wonderland KSL puts at your feet. There's money everywhere. It's in the billion-dollar Intermountain industrial empire that's booming all year long . . . in Wasatch National Forest (most-visited in the U. S.), the Rockies and ***all*** the natural wonders that attract Intermountain America's horde of free-spending summer vacationists.

And every year is bigger than the last.
In 1950, far more visitors than in '49 spent 12% more dollars June through August — helped ring up a soaring $254,553,000 in retail sales!

At KSL, you're in for a wonderful time. Because KSL last summer registered 41% more listeners than the second station during the day . . . 38% more at night! And because KSL ***this*** summer will be out for an even greater share of audience with an unprecedented promotion campaign. (Tie-in displays, billboards, stunts, newspapers and on-the-air ads—***the works!***)

Make ***your*** reservations now. Call KSL or Radio Sales today!

KSL

50,000 WATTS
CBS IN SALT LAKE CITY
Represented by Radio Sales

All sources on request

ONE OF THE MOST SOUGHT-AFTER PERSONALITIES OF THE ENTERTAINMENT WORLD!
Robert Montgomery

"BOSTON BLACKIE"
heaven radios most exciting adventure detective show!
NOW IN 6TH

WORLD Broadcasting plugged its Robert Montgomery show, *Freedom Is Our Business*, with these convention representatives on hand (l to r): Rear, Sy Kaplan, Hugh Grauel, Mike Sillerman and Bob Friedheim; seated, Sam Carter, Dick Lawrence and Maynard Marquardt.

GATES RADIO Co.'s large broadcast transmitter is explained by Francis W. Wentura (l), as two other Gates representatives (l to r) Stan Whitman and O. J. McReynolds, and a station man, L. W. Lenwell, KBRL McCook, Neb., look on.

ONE OF Frederic W. Ziv Co.'s most popular transcribed shows, *Boston Blackie*, was a wall-board background for this group of salesmen. L to r: Bennett Philley, William M. Mertz Jr., Albert Unger and Stuart E. Halliday.

BLONDE Thesaurus Queen attracted all eyes at RCA's recording exhibit. L to r: Rear, Bert Woods, George Field, Model Jane Casey, H. Gillespie and Bob Fender; seated, Geoff Bennett and Jim Davis, all Thesaurus representatives headquartered in Room 512, "the Key Club."

ALLEN B. DuMONT Labs' delegates and station men check TV monitors during the convention. They are (l to r): Jerry W. Keefe, WHBF-TV Rock Island, Ill.; C. E. Spicer, DuMont; R. J. Sinett, WHBF-TV; Jim B. Tharpe, DuMont.

FEDERAL Telecommunications Labs sent two spokesmen to the NARTB meeting. Checking equipment at the last minute are A. J. Baracket (l) and J. H. Hickerson.

rhythm rendezvous

FOUR new programs were introduced by Lang-Worth Feature Programs. Posted in the firm's suite (l to r): Cy Langlois Jr., Hugh Allen, Pierre Weis, William Young, John Langlois, Walt Davison and Cy Langlois Sr.

SESAC representatives, outlining features of its new library, include (l to r): Bob Stone, Ralph Baruch, David R. Milsten, Kurt A. Jadassohn, George W. Johnston, Louis Tappe, John Casey, Alice J. Heinecke.

TRANSCRIBED LIBRARY

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HEAVY DISPLAYS

RCA Biggest Exhibitor

RCA EQUIPMENT swallowed up the largest portion of the Exhibition Hall at the NARTB convention again this year, but Broadcast Music Inc. attracted the most attention from visitors. Twelve companies allied with the radio and television industry leased space in the Stevens Hotel lower-level Exhibition Hall, which occupies 30,000 square feet.

Nine had displayed their new equipment previously—The Andrew Corp., Allen B. DuMont Labs, Gates Radio Co., General Electric Co., Radio Corp. of America, SESAC Inc., General Precision Lab, Federal Telephone and Radio Corp. and Broadcast Music Inc. Three new exhibitors added this year were the U. S. Army Signal Corps, the Armed Forces and Kliegl Bros., Universal Electric Stage Lighting Co. Two exhibitors —Collins Radio Co. and Raytheon Mfg.—dropped their heavy exhibits for the 1951 convention. Collins set up headquarters on the fifth floor, where all light displays were shown, and Raytheon did not exhibit because it no longer manufactures transmitters.

RCA showed an extensive line of transmitters, radio and video consoles, transmission lines, monitor racks, and cabinets and tubes. Equipment was departmentalized around a replica of the Empire State Bldg., atop which a 222-foot multiple TV and FM antenna is being erected. The installation was designed and constructed by RCA. The model was designed of glass and wood, and was supplied by the Empire State Bldg.

TV Amplifier

Interest of conventioneers centered on the company's 20 kw television amplifier, which, used with a 12-gain antenna, will increase a station's coverage area "four times over," one spokesman said. The model attracted much comment as a result of the FCC's declared plan to increase the power of TV stations now on the air. The model will be available when petitions for increased power are authorized. Another piece of equipment talked about, although, it was not shown, was the new air-cooled 10 kw transmitter.

A new 5 kw slant line 10 kw AM transmitter was shown with a 250 w transmitter, with a rack, which occupies no more floor space than the former RCA 250 w transmitter alone. The single unit piece includes new monitoring equipment, a frequency monitor, modulation and limiting amplifier. RCA officials also introduced a program console, with expanding mixing facilities for TV with eight microphone imputs, shown with a master switch consolette which is capable of switching 10 input channels into three outgoing circuits.

Flashing vari-colored lights were used on a large wall map of the U. S. to indicate TV stations using RCA field, studio, transmission and antenna equipment. Next to the map was a model of a new portable film projector which couples onto a remote camera and permits film inserts and slides to be telecast from a remote site. One of the most expensive items on display was a custom-built television audio console, originally designed for use at NBC New York. It has 12 microphone channels, a dialogue equalizer, an element which presets sound effects (switching is automatic with the camera) and an on-the-air video monitor.

Broadcast Music Inc., to introduce its new "Autograph Series" of sheet music, displayed original music manuscripts and letters of the composers in three glass-enclosed tables. A fourth was filled with archaic musical instruments. The autograph series is expected to include 12 compositions in the BMI library, and with each sheet music copy the company will include a replica of the original manuscript suitable for framing.

The exhibit, heavily guarded because of its value, included originals owned by BMI and borrowed from collectors. In the group were "Dixie's Land," subsequently known as "Dixie," "America," Stephen C. Foster's "Sadly to Mine Heart Appealing" and "Home Sweet Home." Manuscripts were mounted on maroon flannel and surrounded by letters in the authors' handwriting, plus pictures.

The Conn Band Instrument Co., Elkhart, Ind., loaned BMI a group of ancient musical instruments. Displayed in a fourth case, they included Egyptian pipes of Pan, reportedly 5,000 years old; The Hebrew shofar, made of a ram's horn; boxwood clarinets; a Chinese trumpet; a soprano Zinke in D, a 16th Century German device; the Serpent, a snake-shaped instrument,

(Continued on page 104)

'LIGHT' EXHIBITORS

22 Show Products

TWENTY-TWO "light" exhibitors displayed their radio and television wares on the fifth floor of the Stevens Hotel throughout the NARTB convention in Chicago last week.

This year, as in the past, scantily-clad models distributed "come-on" gimmicks, suites were flooded with wall-board promotion pieces and brochures and broadcasters auditioned dozens of new transcribed radio and television programs.

RCA THESAURUS issued membership cards in its exclusive "Key Club" after distributing hundreds of miniature golf clubs attached to a duplicate of the key to Room 512, its headquarters. Numbers corresponding to those on cards passed out during the day were mixed for a drawing each afternoon, with the winner receiving a set of matched golf clubs. When the keys ran out on the first day of the convention, RCA sent in matches — labeled "Thesaurus is setting the trade on fire"—as a substitute. Mexican valeras, a wooden device tossed onto a peg, were distributed again this year.

Models invited conventioneers to visit room 512 for an "Hour of Charm," RCA's new Phil Spitalny show which is being directed saleswise to the sponsor rather than the station. Presentations were made also on the *Wayne King Serenade*, introduced two months ago. Also displayed were musical jingles and commercials.

The suite of STANDARD RADIO TRANSCRIPTION SERVICES was divided between its radio discs and films of United Television Programs. Delegates were outlined features of Standard's program library, which includes new talent and a new cataloguing system requiring less handling time. Visitors received three-dimensional viewing devices with colored slides.

UNITED TELEVISION PROGRAMS previewed three of its film shows, most popular of which was *The Chimps*, starring the late Bonzo. Showings continued throughout the day. The company will release two new film series in the fall, *Cry of the City*, a half-hour dramatic suspense show, and *Cowboy G-Men*, a new western. Each is going into production now,

(Continued on page 105)

RADIO LAUDED

Bradley Praises Korean Newscasts' Accuracy

GEN. OMAR N. BRADLEY said last week that commercial radio news reports from the Korean war are "so accurate" that he includes them in the daily briefings that he gives the President and Secretary of Defense.

Gen. Bradley, chairman of the U. S. Joint Chiefs of Staff, addressed a luncheon meeting of the NARTB Tuesday. He explained that a telconference between Washington and Tokyo is held daily between 6 and 8:15 a.m. to inform the Defense Dept. of the latest progress of Korean operations. A summary of the situation is prepared for him.

Frequently, however, Gen. Bradley's aides pick up information from 8 a.m. radio newscasts that was not included in the official report, he said.

"These broadcasts," said the general, "are so accurate that I do not hesitate to give them to the President."

Praises Coverage

Gen. Bradley complimented radio and television for their "particularly outstanding" coverage of the Korean war.

The major part of his address was devoted to an address on "Korea Today," an analysis of the military concept of that action and its relation to the whole movement of resistance against communism.

At the same luncheon, over which Justin Miller, NARTB chairman, presided, the four finalists of the Voice of Democracy contest read excerpts of their speeches. Three of them, Ricardo Romulo, Norita Newbrough and Marcia Anne Harmon were heard by recording. The fourth, Robert A. Burnett, appeared in person.

* * *

Gen. Bradley (r) exchanges table talk with Joseph H. McConnell (l), NBC president, and Harold Fellows, NARTB president-elect, before making his address at the Tuesday luncheon.

A Billion Bucks

This is RADIO ACTIVE

A Bonanza Market

Right now Wichita retail sales are 32% ahead of the 1950 level! They have led the five-state area* time after time. People in the Wichita market have money to spend and they will continue to spend it because Wichita industry alone has far more than a BILLION-dollar backlog.

Here you find big-scale employment of a population that's 98% native-born whites. And, don't overlook Wichita's normally high income from regular production at the basic sources, i. e., Agriculture, Cattle, and Oil. *Yes, sir!* We have full pocket books and full dinner pails in Wichita.

* Colorado, Nebraska, Kansas, Oklahoma, Missouri.

You can tap this rich market most easily, most economically, with RADIO. The average ownership is a little over three sets per family in the area. Every test and every measurement proves the listening audience.

Represented Nationally by Edward Petry & Co., Inc.

KFH

CBS

Represented Nationally by Radio Representatives, Inc.

KAKE

MUTUAL

Aint Hay---

WICHITA

The Hot Spot of the Nation

Wichita's new sixty-million-dollar Jet Bomber Base and ten-million-dollar Municipal Airport are now a fact!

Homes are being built by the thousands. New super highways, flood control and other colossal expansion is extending Wichita's city limits almost weekly. It takes very little imagination to convert this boom into payroll dollars which soon find their way into cash registers.

Radio is *the one* vital influence on these busy people. You can influence about one million five hundred thousand people with above-average income within the listening area of these four Wichita network stations. *You can reach more people for your advertising dollar . . . with radio.*

Represented Nationally by Avery Knodel, Inc.
KFBI
ABC

Represented Nationally by O. L. Taylor Co.
KANS
NBC

SPORTS SESSION

Coverage Benefits Stressed

BROADCASTERS joined organized baseball last week in planning a campaign of promotion this season but let major and minor league officials understand they have been getting pushed around in seeking radio rights to games.

Winter-long efforts to work out a promotion drive in which networks, stations, manufacturers and set-selling outlets will participate came to a focus at the NARTB sports session, held Tuesday afternoon during the Chicago convention.

Out of two hours of plain talk, and a few traces of emotion, came the informal understanding that the sports operators and electronic industries could cooperate to their mutual benefit.

George Trautman, president of the National Assn. of Professional Baseball Leagues, suggested stations channel their requests for game rights, as well as their complaints, through NARTB. After hearing both major and minor leagues criticized for their handling of game rights, he said "we are on the doorstep of a fine relationship."

Lindsay Presides

Merrill Lindsay, WSOY Decatur, Ill., newly elected NARTB director from District 5, presided at the sports meeting. He reviewed briefly the history of baseball broadcasts and noted that baseball's rule protecting major league clubs within 50 miles of their ball parks has hurt broadcasting.

Mr. Trautman said attendance of the minors was down 20% last year. He blamed this on a number of factors, including radio, television, weather and economic conditions. He recalled the three recommendations of a major-minor league committee, submitted at a joint baseball meeting in December. These were that majors should not try to enlarge the scope of radio coverage; should analyze sponsorship of broadcasts, and should confine TV to the home territory of clubs being telecast.

Mr. Trautman praised radio's cooperation with the minors and was optimistic about the contribution radio will make. He said many minors claim saturation of major league broadcasts hurts attendance.

C. L. Jordan, executive vice president of N. W. Ayer & Son, recalled baseball's attendance skyrocketed to over 64 million in 1949, with sportscasting growing from 250 stations in 1940 to 600 radio and TV outlets in 1949. "Everybody was happy," he said, including advertisers, agencies, stations and baseball clubs. Then along came bad weather, normal leveling out after the postwar expansion, and other factors to cut attendance 11 million in 1950—"nearly back to the 1946 figure." Number of radio and TV stations carrying games rose to 800 in 1950 he said, with a daily audience of 17 million listeners.

Cites Winter Meet

Mr. Jordan recalled last winter's meetings in which all interests sought a solution to the baseball radio-TV problem. Over 1,000 radio and TV outlets will carry games this year, he said, reaching about 20 million persons. "Nobody could ask for a better chance to show that radio and television can sell baseball to more people," he said. "The job we have to do is to prove that this tremendous power can work for the good of baseball as well as the advertising industry," he said. "I think we can. Certainly, we have some sound pilot

(Continued on page 106)

ON LOCATION interview is conducted by WMAQ Chicago Announcer Hugh Downs (r) with Werner Wieboldt (center), son of the founder of Wieboldt Stores Inc., which has just marked its 68th anniversary. Wieboldt's show, *Your Neighbor*, originated at the site of the company's first store for the anniversary broadcast. At left is Howdee Meyers, WMAQ sales manager.

DEFENSE RALLY

Industry Hears 'Alert' Plans

PLANS for operation of broadcasting stations during an air alert will be sent out in the near future by FCC, NARTB convention delegates and non-member executives were told at a defense mobilization meeting last Monday morning.

A morning-long meeting held in the Eighth St. Theatre, Chicago, went into station procedure during an alert as well as general operating problems in the mobilization period. The discussion of alert procedure was confined to persons holding credentials from the FCC.

As the first major convention meeting, the defense roundtable drew some 1,200 broadcasters. The restricted portion of the morning's session was a streamlined version of the day-long emergency meeting held in Washington March 26 under FCC-military auspices [BROADCASTING • TELECASTING, April 2].

John H. DeWitt Jr., WSM Nashville, NARTB director who served as panel chairman, explained the problem of preventing the enemy from using stations for homing purposes. Sitting on the platform with him as board observers were Calvin J. Smith, KFAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo.

Curtis Plummer, FCC chief engineer, explained that the problem is to prevent the enemy from homing on stations while at the same time conveying vital messages to the public. Taking part in the discussion were Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Robert Linx, Prose Walker and Ralph Renton, FCC Engineering Dept.; Col. James H. Weiner, Air Defense Command. Neal McNaughten, NARTB engineering director, was staff representative.

Broadcasters were told the enemy is depending in great part on commercial broadcast stations for homing aids. Their cooperation was asked on a voluntary basis. The plan to be submitted for alert procedure has been approved all along the line, after careful study, with only White House action on Sec. 606 of the Communications Act needed to put it into operation.

Series of tests in which anti-homing techniques were used received detailed explanation. These tests, along with study of what other countries did during the war, led to approval of a plan under which a large number of stations on common frequencies will operate on a pseudo-synchronization and pulsating formula.

Laud Coverage

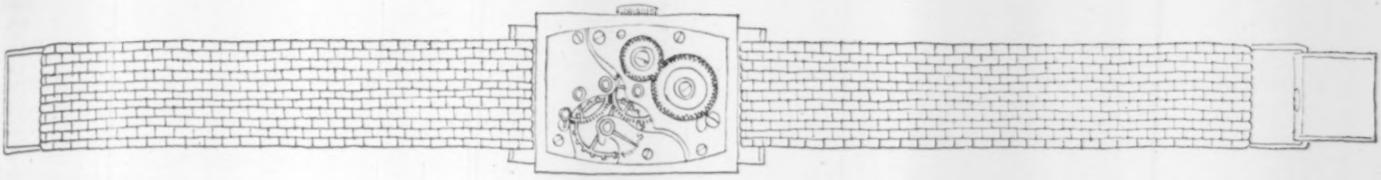
Civil defense officials said they know of no other medium that can reach so large a percentage of the public instantaneously. Radio is the best means of getting essential information to the public, it was added, with the medium playing a tremendously important role in reuniting families as well as telling people where to go and what areas to avoid.

Stations in a city will be tied together by wire and radio, under the plan, using simultaneous programming. Key stations will be

(Continued on page 62)

SIXTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago April 15 in conjunction with the annual convention of NARTB. Present were, seated (l to r) Joseph H. Ream, executive vice president, CBS; J. Leonard Reinsch, managing director, Cox Radio and TV stations, and last year's winner of VIP-ers Award for meritorious service to radio; NARTB Board Chairman Justin Miller; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Col. E. M. Kirby, Army radio-television director and escorting officer of 1945 Mission. Standing: Col. Harry Wilder, WSYR Syracuse; Joseph Csida, editor, *The Billboard;* Morris Novik, radio consultant; William S. Hedges, NBC vice president; John E. Fetzer, WKZO Kalamazoo; Robert D. Swezey, WDSU New Orleans; Martin B. Campbell, WFAA Dallas; Clair R. McCullough, Steinman Stations, mission historian and chairman of Last Man's Club. Not present were Mark Woods, vice chairman, ABC; Abel Green, *Variety*, and Jack Alicoate, publisher, *Radio Daily*.

how long is 20 seconds?

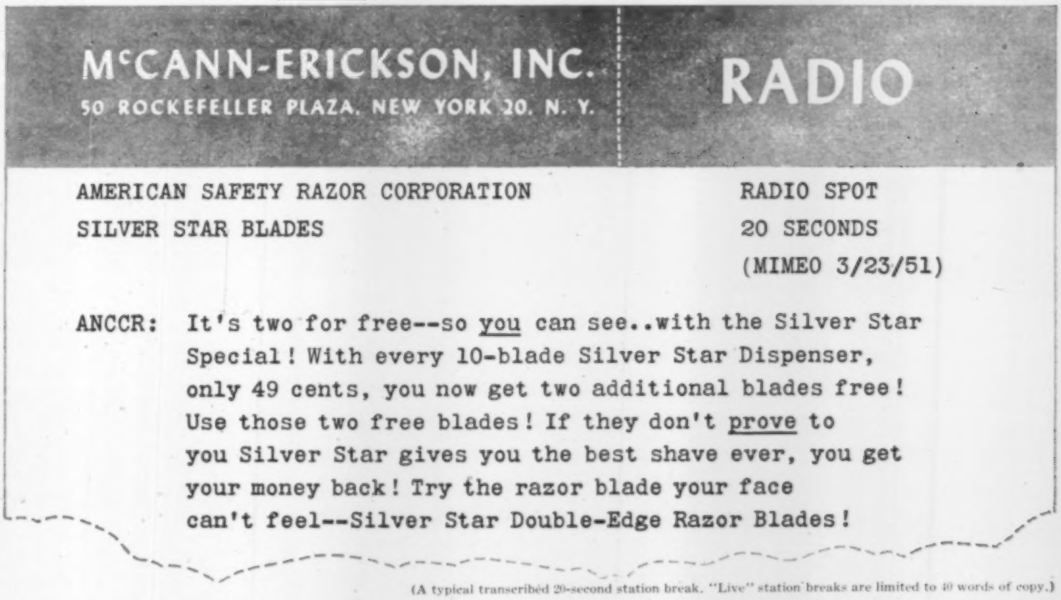


long enough to sell millions of dollars of merchandise for such advertisers as Bulova Watch Co., Procter & Gamble, Oldsmobile Division-General Motors Corp., American Tobacco Co. . . .

long enough to reach the *largest audiences in radio* through station breaks adjacent to major network programs.

long enough to sell any product, *your* product. In 20 seconds you can use a surprising amount of *selling* copy.

For example:



McCANN-ERICKSON, INC.
50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

RADIO

AMERICAN SAFETY RAZOR CORPORATION
SILVER STAR BLADES

RADIO SPOT
20 SECONDS
(MIMEO 3/23/51)

ANCCR: It's two for free--so you can see..with the Silver Star Special! With every 10-blade Silver Star Dispenser, only 49 cents, you now get two additional blades free! Use those two free blades! If they don't prove to you Silver Star gives you the best shave ever, you get your money back! Try the razor blade your face can't feel--Silver Star Double-Edge Razor Blades!

(A typical transcribed 20-second station break. "Live" station breaks are limited to 40 words of copy.)

American Safety Razor Corp., like hundreds of successful advertisers, finds 20-second station breaks to be one of radio's most effective advertising devices. For mass audiences, *long* selling copy and low cost, start planning a station break schedule for your client today. The *best* place to begin is on one or more of the nation's major stations represented by NBC SPOT SALES.

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCISCO

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
WGY	Schenectady—Albany—Troy
KOA	Denver
KNBC	San Francisco

COY HITS NARBA CRITICS

Defends FCC Actions on T

FCC CHAIRMAN Wayne Coy last week excoriated critics of the North American Regional Broadcasting Agreement, now awaiting Senate ratification, and issued a stout defense of the Commission's proposed opening of UHF television channels and its embattled decision on color television.

Mr. Coy was the principal speaker at a Wednesday luncheon session of the NARTB convention.

Describing NARBA as an agreement that would insure more and better radio service to "millions of American radio listeners," Mr. Coy said it was also to the broadcasters' interests that the treaty be ratified.

A Senate refusal to ratify the pact, he said, would "bring down upon our heads a situation of uncertainty, chaos and confusion in the standard broadcasting band that I dread to envision."

"I say this to you," he said, "with all sincerity and with full knowledge that many of you have been the objects of an aggressive, subtle and self-serving campaign that would have you believe that such an agreement should not and will not be ratified."

Mr. Coy said this "self-serving" campaign had been one of "misleading generalities" which could not hold up under an open hearing before the Senate Foreign Relations Committee or "under the pitiless white light of publicity."

"I propose to turn on that light now," he said. "And in that light you can see for yourselves the basic facts which have been glossed over by these misleading generalities."

Mr. Coy said that reception in rural areas had been "progressively degraded" since the expiration of the interim agreement among North American countries in March 1949. The reason is that Cuba has occupied 15 of the 25 1-A channels in the absence of an effective treaty.

"That, gentlemen, is why the farmers and others in rural areas who depend on those 15 clear channel stations are getting more and more static instead of service," Mr. Coy said.

Cuba Channel Gains

The new NARBA provides that Cuba will take stations off nine of the 15 channels, "thus effectively eliminating the interference," he said. On six frequencies "Cuba will either employ directional antennas or limit power so that the United States clear channel stations will be freed from any appreciable interference" — Cuban stations on U. S. frequencies being prevented from "laying down a signal in the United States in excess of 25 microvolts anywhere within a circle of 800 miles in radius centered on the United States station," he said.

Except for the Cuban stations that operate on U. S. frequencies, he said, the NARBA would protect all clear channel assignments "at the border of the United States."

As to classes of stations other than I-A, Mr. Coy explained that "none of our Class I-B stations will be required to change their operation"; that Class II stations, which had no protection under past agreements, would receive "a measure of protection" in the new NARBA; that, except for a "very few cases" the Class III and IV regional and local stations "maintain their status quo."

"It seems perfectly clear to me . . . that if this treaty is not approved, we will have an unregulated use of radio in the North American countries," said Mr. Coy. "In view of the demonstrable benefits to the American broadcasters and the American public provided for in this treaty, there is a mystery as to what this opposition is all about. It must be some very important matter which can lead these people now opposing this treaty to the conclusion that chaos in American broadcasting is better than the result that will be brought about by the treaty."

Mr. Coy asked: "Whom would the chaos benefit?"

His answer was that it was those who feared eventual FCC breakdown of clear channels.

Notes Protection

Under the new NARBA, he explained, "For the first time it is provided clearly and unequivocally that whatever we do with our 1-A channels domestically—except the six to be used by Cuba—we will be protected from interference except such interference as we get from a 25 microvolt signal at the borders of the United States."

Although, he said, the "benefit of this provision to the United States is an obvious one," those who oppose the treaty apparently fear that it opens the way to future breakdown of the clears.

"What those who are opposing this treaty apparently want," said

(Continued on page 84)

THIS CHEERFUL conversation occurred at a cocktail party to honor members of the ABC Stations Advisory Committee before its meeting April 15 in the Ambassador East Hotel, Chicago. L to r: James Connolly, ABC vice president in charge of radio stations; Robert H. Hinckley, vice president in charge of ABC's Washington office, and E. K. Hartenbower, general manager of KCMO Kansas City and member of the committee.

BUSINESS SESSION

Almost Split on NARBA

THREAT of a wide open industry split which might have led to separation of a number of clear channel stations from NARTB was averted last Wednesday at the Convention business session in Chicago.

What started out as an apathetic and routine resolution-passing process turned into a parliamentary hassle after Victor A. Sholis, WHAS Louisville, speaking for Clear Channel Broadcasting Service, rose to protest adoption of a resolution dealing with ratification of the proposed NARBA treaty.

The NARBA matter stole much of the spotlight Wednesday as FCC Chairman Wayne Coy stoutly defended the compact and just as stoutly criticized those opposed to its ratification — particularly the CCBS group.

Sees Great Injury

The Chairman's noon declarations quickly drew from Ward L. Quaal, CCBS director, a statement in which it was stated that concessions to Cuba will cause "great injury" to the listening public, particularly the rural areas and small towns.

That mid-day battle followed a morning session of the CCBS group at which funds were voted to support a continuation of the CCBS battle against NARBA ratification in the Senate.

The Wednesday business meeting opened with a sparse crowd and little enthusiasm. Eight resolutions were adopted in bulk, with the chairman of the resolutions committee—G. Richard Shafto, WIS Columbia, S. C.—in the chair.

These resolutions:

Called on the NARTB board to participate in FCC proceedings involving special FM services which cannot be rendered by regular broadcast stations, on the theory they should be encouraged on behalf of overall industry growth.

Thanked FCC Chairman Wayne Coy, along with other Commissioners who were convention guests, for their participation.

Voiced "deep satisfaction" over Harold Fellows' election as NARTB president and commended the board; pledged support to his regime starting June 4.

Commended Board Program Committee, including Eugene S. Thomas, WOR New York, as chairman, and Harold Wheelahan, WSMB New Orleans, for program arrangements, with special praise for Robert K. Richards, NARTB public affairs director, who coordinated the program arrangements, and C. E. Arney Jr., secretary-treasurer, convention manager.

Lauded Signal Corps display of electronic equipment.

Thanked Gen. Omar Bradley for his address and paid tribute to his leadership.

Praised Stevens Hotel for convention arrangements.

Endorsed Voice of Democracy contest for bringing honor and distinction to the industry, termed it source of pride; urged continuation of contest, and commended Mr. Richards and participating organizations who handled project.

Extended industry's affection and appreciation of Judge Miller's leadership as spokesman for broadcasters; urged board to arrange his continued availability to industry.

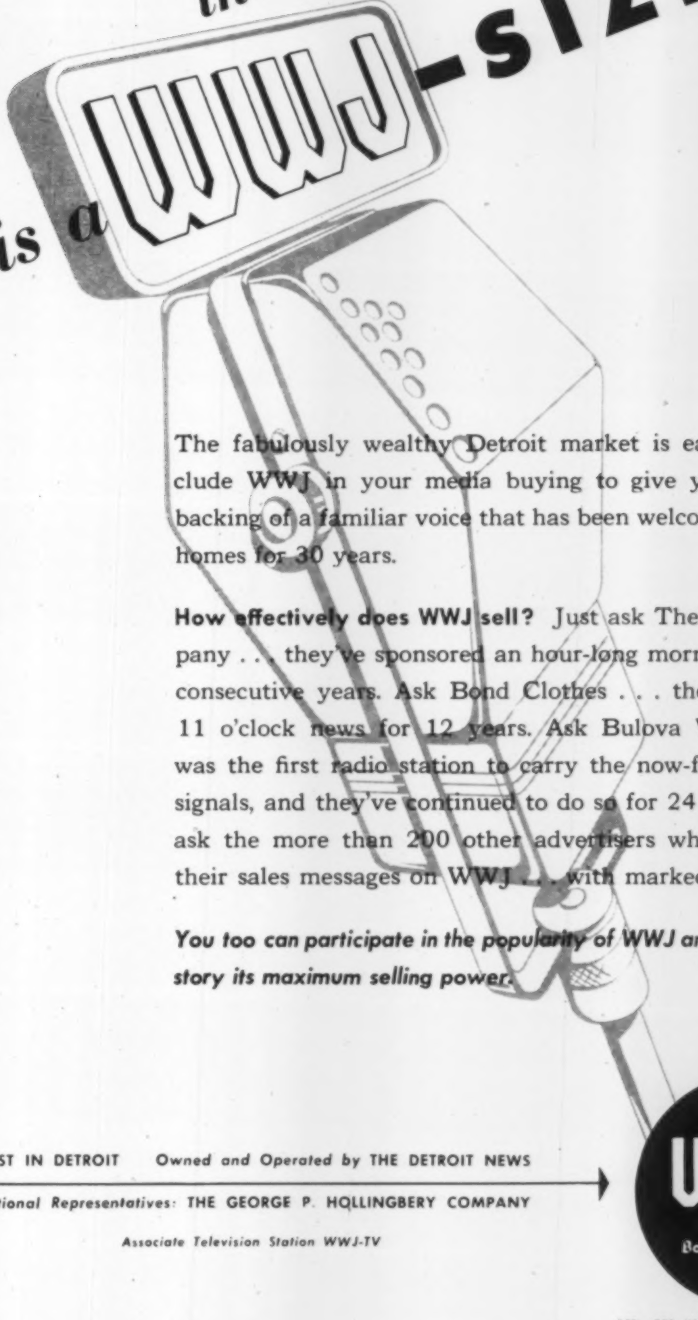
Asked deletion of criminal liability clause from legislation (HR-2948) imposing penalty for transmission of fraudulent information.

Requested FCC to take expeditious action in processing 400 TV applications, and others soon to be filed, to avoid further delay in normal growth of TV.

Regretted suppression of *La Prensa*, Argentine newspaper, and pointed to

(Continued on page 84)

selling YOUR PRODUCT in Detroit is a WWJ-SIZED Job!



The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

How effectively does WWJ sell? Just ask The J. L. Hudson Company . . . they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes . . . they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches . . . WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 200 other advertisers who, in 1950, spotted their sales messages on WWJ . . . with marked success.

You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.

FIRST IN DETROIT *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

Associate Television Station WWJ-TV

WWJ
AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

LEGISLATION PANEL

Urges Increased Study

INCREASED STUDY of legislative proceedings involving radio and television bills, and acquaintanceship with local and national legislators, were advocated to broadcasters by members of the legislation panel speaking Wednesday afternoon at the NARTB convention.

A group of radio leaders, under the chairmanship of Paul W. Morency, vice president and general manager of WTIC Hartford, outlined their methods for informal and formal lobbying, acquainting legislators with the problems of the industry and understanding upcoming legislative debates involving radio and television.

Quarton, Fletcher Speak

Speakers were William B. Quarton, general manager, WMT Cedar Rapids, and Frank U. Fletcher co-owner, WARL Arlington, Va., NARTB board monitors; F. M. (Scoop) Russell, NBC vice president in Washington and a paid lobbyist; Carl George, general manager, WGAR Cleveland; F. C. Sowell, general manager, WLAC Nashville, Tenn.; Victor C. Diehm, president and general manager, WAZL Hazelton, Pa., and Leon Sipes, vice president and general manager, KELD Eldorado, Ark.

Mr. Russell charged that broadcasters are not enough aware of their "need and right to participate in legislative matters," before outlining procedures on introduction, study and passage of bills in the House and Senate. Noting that the Policy Committee has most power over legislation in the Senate and the Rules Committee in the House, he suggested that broadcasters exert their "influence and pressure" after the legislative committee has been named. "This is perfectly legal and is the broadcaster's right. He should find out who his congressman is, get acquainted, and tell him the problem and how he stands."

Mr. Fletcher, in interpreting FCC procedures, traced the development of current radio regulations from the Commerce and Communications Acts. The FCC is constantly changing radio rules and holds hearings continuously, he said. He suggested that broadcasters in disagreement with an FCC interpretation take their case to court or to Congress.

Hearings on the McFarland Bill (S 658), to realign FCC procedures, resume tomorrow before the House Commerce Committee.

Two general approaches to the legislative picture are used by most broadcasters, Mr. Quarton said. First, station men "volunteer for duty when the fire breaks out and then try to save the barn. Far too much of industry philosophy is like this," he charged. The second, which makes the "difference between the defensive and the offensive," is to examine carefully and analyze the problem, prepare legislation, get it into friendly hands and organize national support.

"There is no other industry that has the potential voice that we have with the public," Mr. Quarton said. "Politicians recognize this and respect us, and we are foolish if we continue to await the other fellow's action."

A public relations job should be done with candidates before they are elected, Mr. Sowells advised. He said he gives free time to candidates; helps them in preparation of speeches and show production, and encourages electioneering to build "staunch friends." Many broadcasters continue to hike rates for political speeches and slot them into time periods which cannot be sold and which command small audiences. Such stations "are injuring the politicians, themselves and the industry," he charged. The time will come when political groups will not buy time if they "continue to get the unwanted guest treatment."

Politicians should have "free use of the medium within bounds of reason" when national and local officials want to report to the people on upcoming and current legislation. It's not worth a gambl take a short-sighted view of p ticians," he concluded.

Ohio broadcasters have retai an attorney for representat counsel. Mr. George said a m jor problem they face on a lo level is taxation. Because of i creasing overhead costs and t possibility of declining reven "there must be a meeting of t minds" with legislators. A use t levied for the past 10 years w cancelled and debated after w of the attorney in clarifying t law, thereby saving the broadca ing group about $50,000, M George said. The group is n trying to have removed a sales tax on new equipment su as towers and transmitters, in much as newspapers are exem

Hit Ohio Tax

Ohio radio men believe they a being discriminated against personal property taxes also, they pay on a 70% tabulation the property and some compan pay on only 50% of the worth. T attorney is also representing t broadcasters in opposition to bi which would limit privilege of r dio newsmen and which would p a tax on display signs. "Advert ing media should work togeth and in the long run what hu carcards and posters now wo hurt us," Mr. George said.

A full understanding of legis tion is needed by every broa caster, Mr. Sipes said. He su gested they take more time readi details of legal action in the tra press. "Preparation is all-i portant," he believes, in present tion of facts and data substanti ing a radio man's viewpoint, back by a concise explanation on a la man's level when before a congre sional committee or the FCC.

Ralph W. Hardy, director government relations for NART organized the session.

NARTB SIGNS

Twenty Members at Meet

TWENTY radio stations were admitted to NARTB during the annual convention in Chicago last week. They were signed at the Exposition Hall booth of the NARTB Station Relations Dept., with John F. Hardesty, director, and William K. Treynor, assistant director. In addition the two signed six member stations en route to the convention.

Admitted to membership at the convention were:

WBAT Marion, Ind.; WKJG-AM-FM Fort Wayne, Ind.; WKLA Ludington, Mich.; WMAY Springfield, Ill.; WROL-AM-FM Knoxville, Tenn.; WSAN-AM-FM Allentown, Pa.; WPCF Panama City, Fla.; WVAM Altoona, Pa.; KFEL-AM-FM Denver; KGER Long Beach, Calif.; KOKX-AM-FM, Keokuk, Iowa; KRTZ Phoenix, Ariz.; KSIB Creston, Iowa; KRVN Lexington, Neb.; KDAN Oroville, Calif.

RESEARCH BOUT

Four Specialists Address NARTB

FOUR MAJOR research specialists operating four nationwide audience measurement projects met in the same ring last Wednesday at the NARTB Chicago convention. They made formal pitches on behalf of their particular techniques, with the audience free to decide who, if anybody, won.

Pitted against each other were James W. Seiler, American Research Bureau; Sydney Roslow, The Pulse Inc.; A. C. Nielsen, A. C. Nielsen Co., and C. E. Hooper, C. E. Hooper Inc. Chairman of the meeting was Clyde W. Rembert, KRLD Dallas, retiring District 13 director. NARTB board monitors were Robert T. Mason, president of WMRN Marion, Ohio, District 7 director-elect, and Craig Lawrence, WCOP Boston, District 1 director-elect. Dr. Kenneth H. Baker, NARTB research director, was staff representative.

Supports Diary Method

Mr. Seiler said measurements should be made at the time listening and viewing are done. He said meters are costly, use a small sample and are difficult to change, with no information on audience composition. Coincidental data, he said, don't cover rural areas, or early or late hours. His system is based on diaries kept by listeners-viewers.

Mr. Nielsen said his audimeter gives accurate, reliable and impartial data; is applicable to both radio and TV, and has maximum usefulness, reaching all homes. The service will be enlarged to show total listening for the week and month. He explained product buying data are disclosed, along with measurement of national spot, resulting in a minute-by-minute record.

Mr. Roslow spoke on behalf of the personal interview, house-to-house, using aided recall technique. The listener isn't forewarned, he said, nor is he interrupted. The out-of-home audience ranges from 10% upward, to be added to home measurements, he said. Multiple set listening also is important, he said. He cited figures showing TV owners continue to purchase radios and to use radio sets.

Mr. Hooper recalled that his rating system had won out over the old CAB reports in a 1946 showdown. He urged a similar showdown at this time. He advocated a single standard of broadcast audience measurement. To attain this end he urged that existing services be closely studied; that the industry form a new trade association to furnish audience data to its station, network, advertiser and agency members by taking over existing radio and TV size of audience measurements on a gradual basis; that instantaneous-automatic reports be substituted for telephone coincidental in an orderly progression, starting in areas around principal cities. This would involve an operating contract with the Hooper firm.

In a booklet given convention delegates, Mr. Hooper described an electronic device, Hooperecorder, sending out "pulses from a central point which select automatically a home and then, in succession, each received in the home exactly as a telephone operator selects a telephone in a home by dialing it." Homes of all types are sampled. Tariff scales have been worked out with the telephone companies New York and Los Angeles.

Albert E. Sindlinger, resear specialist, joined the discussi Answering his questions abo objective appraisal of research, I Baker said broadcasters tend to interested in big numbers, usi research to compete with ea other.

Mr. Rembert read a report Broadcast Audience Measureme Inc. on behalf of its preside Henry P. Johnston, WSGN Bir ingham. The report described t purpose of BAM as evaluation research for broadcasters, adve tisers and agencies and outlin progress that had been mad Main job, the report said, is serve in an advisory capacit BAM was said to favor NART action on behalf of the Speci Test Survey Committee repor This report urged NARTB to tak the lead in working out an evalu tion of measurement techniqu Right now BAM stands ready to to work on short notice, he sai A continuing survey of accura TV set ownership data was a vocated by the BAM board.

SELL

THE JOHN BLAIR WAY

WTAL

WJAX

WDBO

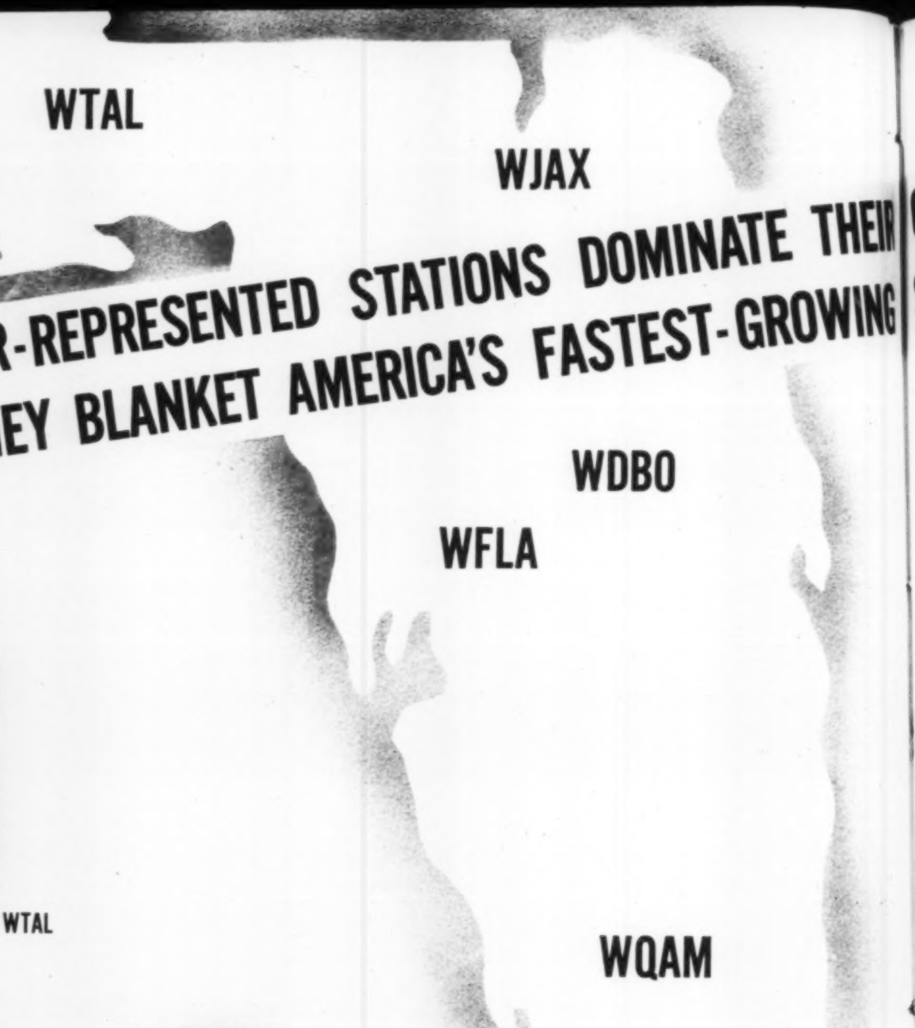
WFLA

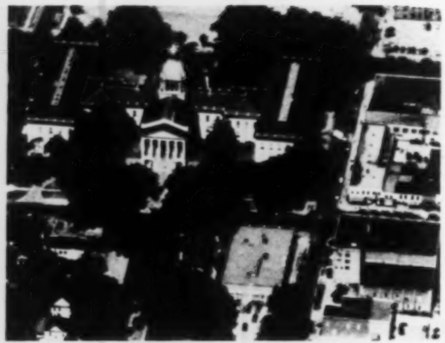
1951 marks the Eighteenth Anniversary of John Blair & Company, and the fourteenth year of our exclusive national representation of these Florida stations—major outlets that blanket and sell the entire state.

Our long-time association with these stations means this to you: Blair men not only know Florida, they're specialists in the radio and merchandising techniques that move goods in this rapidly expanding market.

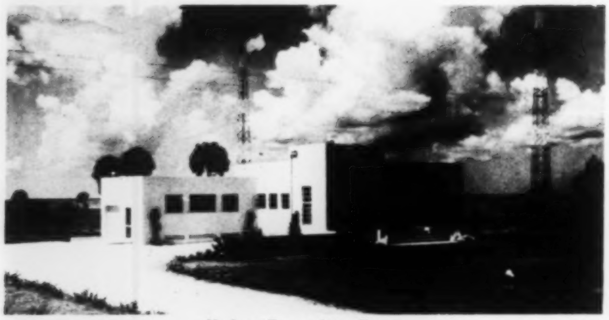
WQAM

THESE BLAIR-REPRESENTED STATIONS DOMINATE THEIR OWN
TOGETHER THEY BLANKET AMERICA'S FASTEST-GROWING STAT


WTAL
WJAX
WDBO
WFLA
WQAM



State Capital in thriving Tallahassee



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Studio in the Du Pont Building

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City Owned Headquarters **WJAX**

Studio and Executive Offices **WDBO**

STATION **FREQUENCY · POWER · AFFILIATION**

WJAX – Jacksonville

930 · 5000 · NBC

WJAX delivers greater coverage than any other Jacksonville station (215,230 radio homes, daytime, B.M.B. March 1949), and has substantially augmented its rural coverage by recently increasing its antenna height. Owned by the City of Jacksonville, WJAX blankets the distribution key to the State—a location so strategic that its buying power has quadrupled in the last ten years.

WQAM – Miami

560 · 5000-1000 · ABC

WQAM is first in coverage in the Miami radio picture (208,010 radio homes, daytime, B.M.B. March 1949) with 91% penetration in Dade County and full power coverage throughout South Florida. The oldest station in Miami, it is associated in ownership with the Miami Herald. The responsiveness of its audience can be traced in part to its excellent facilities for national and foreign news service, and to its close attention to local programming. (This stress on local personalities has created a most resultful identification for advertisers.) Miami's phenomenal growth has made it one of America's major markets, with 27 incorporated communities within Greater Miami and a 77% increase in population over 1940.

WFLA – Tampa St. Petersburg

970 · 5000 · NBC

Owned by the Tampa Tribune, WFLA includes 135,317 radio homes in its coverage area (1/2 mv. measurement). This important NBC affiliate is located in the heart of Florida's most heavily populated trade area, in the biggest city on the West Coast of Florida. Neighboring St. Petersburg is equally vital to advertisers, having just scored its biggest year with new construction and bank deposits at all time highs.

WDBO – Orlando

580 · 5000 · CBS

Established in 1924, WDBO is Orlando's oldest station and foremost network station. It leads in coverage (141,000 radio homes, daytime, B.M.B. March 1949), and in Orlando proper has 46.5% of the listeners—the three other stations sharing the remaining 53.5% (Hooper, Fall 1949). The influence of this market stems from its position as the distribution gateway to all Central Florida, encompassing the wealthy citrus area where population has soared 75% since 1940.

WTAL – Tallahassee

1270 · 5000 · CBS-MBS

With coverage of 52,510 radio homes (daytime, B.M.B. March 1949), WTAL is the leading network station and the oldest station in Tallahassee. It is the primary source of CBS service for the entire Tallahassee area which, as a major entrance to Florida, has become an increasingly important industrial center for a diversity of industries. The population of the city has almost doubled in ten years, and retail sales have quadrupled. These increases are doubly significant in a State Capital which traditionally enjoys a highly stable economy.

These are the men who produce the results

JOHN T. HOPKINS, III, Manager, WJAX Jacksonville. One of Florida's best known broadcasters, "Jack" Hopkins built WJAX 26 years ago, has since that time managed the broadcasting affairs of the City of Jacksonville, and recently directed substantial improvements in the facilities of this station.

OWEN F. URIDGE, General Manager, WQAM Miami. His advent in radio with WAFD Detroit in 1926, and his subsequent association with WJR Detroit for more than twenty years, brings Mr. Uridge to his twenty-fifth anniversary in radio. He has been General Manager of WQAM since 1948.

CHARLES G. BASKERVILLE, General Manager, WFLA Tampa. Mr. Baskerville is a veteran of twenty-three years in newspaper and radio advertising. Since 1936 he has been with the Tampa Tribune Company, owners and operators of WFLA. During World War II, he was a Lieutenant Commander in the United States Navy.

W. G. McBRIDE, Director of Sales, WDBO Orlando. A veteran in the Florida broadcasting picture, Mr. McBride started his career as an announcer at WDBO in 1930. He was made Program Director and National Sales Manager in 1940, and director of all sales as of January 1951. He is also a past Secretary and President of the Florida Association of Broadcasters.

L. H. GRAVES, General Manager WTAL, Tallahassee. After serving as a bomber pilot in the European theatre in World War II, Mr. Graves was associated with the DuPont Industries. In 1947 he joined the John H. Phipps Radio Stations in the post of General Manager.

... in Florida, one of America's fastest growing markets

No market in all America offers a greater sales potential to advertisers than the State of Florida. Every statistic establishes Florida as a *year-round* sales target of steadily expanding proportions. Its population has increased more than 33% in the past ten years, and its buying power, estimated at close to three billion dollars, jumped 191 million dollars in '49 over '48. Florida topped the entire nation in farm income in '49 with a gain of 19% ... and in the same year ranked seventh in the incorporation of new businesses. This amazing industrial and agricultural growth has, of course, produced a *permanent* as well as an unusually prosperous population. These are the people that Blair's five Florida stations reach and *sell ... at surprisingly low cost.*

John Blair & Company specializes in *radio* representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts ... as *specialists* in selling via spot radio.

CHICAGO	520 North Michigan Avenue, Chicago 11, Illinois Superior 7-8659
NEW YORK	22 East 40th Street, New York 16, New York Murray Hill 9-6084
ST. LOUIS	1148 Paul Brown Building, St. Louis 1, Missouri Chestnut 5688
DETROIT	1114 Book Building, Detroit 26, Michigan Woodward 5-3230
SAN FRANCISCO	608 Russ Building, San Francisco 4, California Douglas 2-3188
LOS ANGELES	6331 Hollywood Blvd., Los Angeles 28, California Granite 6103
DALLAS	Rio Grande National Building Randolph 7955

JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO

ENGINEERING TRENDS

Developments Unveiled in Chicago

SIGNIFICANT trends affecting both radio and television were revealed at the NARTB Fifth Annual Engineering Conference Tuesday and Wednesday at the Stevens Hotel, Chicago. The engineers held separate sessions from the management section of NARTB, discussing technical questions pertaining to station operation and maintenance.

Programming was arranged by Neal McNaughten, NARTB engineering director, his assistant, Jessie Deniel, and an engineering committee.

Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria, and John H. DeWitt Jr., WSM Nashville, NARTB board member, presided at the two-day sessions. Delegates met at luncheon with management delegates.

New equipment which will bring video and AM broadcasting into lower operating cost brackets was announced by several companies, including RCA, General Electric and DuMont Labs. UHF television equipment already has the added power necessary for effective transmission in that band, including a new 5 kw transmitter developed by GE. Coupled with a high gain antenna, the radiated power totals 100 kw.

RCA described a 20 kw amplifier which can be used with existing video transmitters in the VHF band to boost effective power to 200 kw.

These developments will have the effect of bringing additional millions of viewers into range with consequent lowering of cost per viewer.

DuMont spokesmen told the conference about a compact, low-cost video transmitter, which, in the opinion of a company official, would enable a station to begin operation for under $100,000—a low figure heretofore considered unattainable.

Some of the new spirit in the engineers meeting was evident from the papers presented, but much information came from off-the-cuff talks with optimistic engineering officials.

Engineers Face Problem

Veteran engineers admitted the problem facing engineering personnel is grave because of the development of equipment which reduces the number of operations men necessary for actual broadcasting. Because of the "human" element, many stations are today carrying extra costs in the form of engineering employes when they could be replaced by automatic operating equipment, it was stated. A station going on the air today reportedly could operate with substantially fewer employes, with consequent lower costs, than can a station already on the air—since union rules and the "human" factor enter into already established stations.

Indicative of the trend toward automatic operation was a paper presented by George C. Chandler, manager, CJOR Vancouver, B. C., in which an almost completely autonomous engineering operation was described. Mr. Chandler told engineers Tuesday that humans are practically unnecessary for transmitter operation and maintenance.

Engineers queried by BROADCASTING • TELECASTING agreed this is the trend of the present and future, but many factors connected with station personnel would have to be ironed out before automatic control could be a practical reality in the United States.

An important development affecting the color TV controversy was the disclosure that CBS, even though it has gained FCC approval for its form of mechanical color telecasting, has perfected a color television tube and expects to put it into general use before the end of this year. "This means abandonment of its hard-won case for mechanical color," this source, close to the development of the new CBS tube, stated.

Proof that winter AM broadcasting at distances of two to five miles is 30 to 40% more efficient than in summer was offered by Stuart L. Bailey, of Jansky & Bailey, Washington engineering firm. The findings are the result of more than 10 years research.

May Affect Rates

Opinion was expressed that this research may possibly have a direct bearing on rates. It has long been known that summer broadcasting is not as efficient as in the winter, but this is the first time such knowledge has been collated with any degree of technical accuracy.

This year activities of the engineers centered solely around technical discussions with no business sessions.

Highlights of some of the papers presented follow:

Carl Lee, assistant to the president and chief engineer, WKZO, Fetzer Broadcasting Co., Kalamazoo, and Martin Silver, department head in charge of television, Federal Telecommunications Labs, advised the small broadcaster who wishes to enter TV broadcasting not to be discouraged by cash outlays made by larger companies.

As an example, Mr. Lee pointed to the one year experience of Fetzer Broadcasting Co. where cooperation between manufacturing and broadcasting engineers resulted in lowered initial investment and operating costs. Automatic devices, designed for easy maintenance, were emphasized.

Col. W. A. Beasly made a short address and invited the audience to the Army exhibits downstairs. Soldiers on duty explained the operation of a new 135 pound teletype so simple to install and so rugged in operation that it could be used at company level.

For reasons not revealed by the Army, its messages cannot be tapped by induction devices applied to the line between instruments. If the enemy should attempt to intercept signals by cutting into the line, it would be immediately apparent to the operator. The teletype can be hooked up for several miles of radio transmission through so small a transmitter as the infantry's handy-talkie outfit.

An outstanding improvement in Army radio has been the change to a common frequency for all combat equipment. It is no longer necessary for a pinned down combat group to call through several intermediate transmitters to get the correct frequency for artillery or tank support. Everybody uses the same wave length, and if the distance is too great, the message can be relayed through un-

(Continued on page 80)

TALENT SHOW

NARTB Banquet Feature

RADIO and television stars headlined the annual NARTB banquet Wednesday evening in the Grand Ballroom of the Stevens Hotel, with an estimated 1,000 attending. Conventioneers witnessed a one-hour variety show with a hillbilly-folk tune theme arranged by Art Jacobson of NBC Chicago, Harold Safford of WLS Chicago and Jack Stapp, WSM Nashville.

Talent included Arnold Stang, New York radio actor, in a disc jockey take-off on Lonesome Gal; the Beaver Valley Sweethearts, singers from WLS; Roy Acuff and his Smoky Mountain Boys, who broadcast on *Grand Ole Opry* from WSM; the Dinning Sisters; Art Smith Crackerjacks, WBT Charlotte, N. C.; Fran Warren, NBC star; Capt. Stubby and the Buccaneers of the *WLS National Barn Dance;* Fran Allison, Aunt Fanny on ABC's *Breakfast Club* and star of *Kukla, Fran and Ollie* on NBC-TV; Red Foley of WSM, and Pee Wee King and Redd Stewart, with the Dickens Sisters, from WAVE Louisville. Lew Diamond and his orchestra accompanied the performers, who were introduced by Mr. Safford.

Show arrangements were made through the courtesy of Mutual, NBC and BMI.

PLAN FM PETITION

To Seek Congress Probe

FM BROADCASTERS will petition Congress to find out why the medium is "being stifled by manufacturers" if they do not get "assurances" at the next meeting with set-makers that FM set production will be increased to meet public demand. This was resolved without a dissenting vote by FM station operators attending a frequency modulation session Wednesday afternoon at the NARTB convention in Chicago.

A secondary portion of the resolution, introduced by Ed Wheeler of WEAW (FM) Evanston, Ill., suggested that broadcasters "be urged to advise the public that a radio or TV set without FM is obsolete" unless the public is "given the opportunity to buy FM sets."

Merrill Lindsay, WSOY Decatur, Ill., was chairman of a panel which discussed "How To Sell FM"; Frank E. Pellegrin of H-R Representatives, New York, led an exchange of ideas on "FM's Specialized Services," and Everett L. Dillard of WASH(FM) Washington led discussion on "A Progress Report on FM and its Prospects for the Future." Panelists included in the first group, Raymond Green, WFLN (FM) Philadelphia; Josh Horne, WFMA (FM) Rocky Mount, N. C.; D. K. de Neuf, Rural Radio Network, and Robert J. Dean, KOTA Rapid City, S. D.; second, Stanley Joseloff, Storecast Corp. of America; Howard Lane, Field Enterprises, and Hulbert Taft Jr., Radio Cincinnati and Transit Radio; third group, Leonard Marks, Washington attorney; M. S. Novik, New York consultant, and H. W. Slavick, WMCF(FM) Memphis.

Stress FM Superiority

Speakers stressed the superiority of FM in tone and coverage, but agreed that distribution and coverage has been stymied because FM sets have not been made available by manufacturers. Unable to answer why, they described the manufacturer's stand as "apathetic and neglectful." Mr. Dillard, discussing the future of the medium, asserted there has been a "serious shortage" for four years, and not just since the Korean conflict as manufacturers claim.

"The set manufacturing industry controls the destiny of the FM broadcaster; he doesn't. Manufacturers are ignoring the normal economic law of supply and demand, and we are tired and disgusted with getting the step-child treatment. It is time broadcasters unite and take steps to put the case of FM before the public," Mr. Dillard charged.

Mr. Novik, reporting on a questionnaire sent by the NARTB to set manufacturers about their FM production last year, said only seven of 72 answered, and those

(Continued on page 95)

POLITICAL CENSORSHIP

No SCOTUS Review

BROADCASTERS were again left out on a limb last week respecting libel liability and political broadcasting as the U. S. Supreme Court on Monday refused to review a lower court ruling that the Communications Act does not prohibit stations from censoring talks by persons who are not candidates.

The Supreme Court's ruling, in which Justice Hugo L. Black dissented, was made upon petition for review of a decision of the U. S. Circuit Court of Appeals for the Third Circuit affecting KYW, WCAU and WFIL Philadelphia [BROADCASTING • TELECASTING, Dec. 25, 1950].

Court of Appeals View

The Court of Appeals held the Communications Act does not prohibit censorship of non-candidates. It reversed the finding of a lower court which earlier had dismissed $50,000 libel suits against the three Philadelphia stations on grounds they were not allowed to censor by the federal law and hence could not be held liable [BROADCASTING • TELECASTING, March 20, 1950].

The action of SCOTUS leaves broadcasters with a host of problems on political broadcasting. It means stations will be liable for remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits, according to informed observers.

They say it also means many stations may well prefer to give up the substantial revenue involved and not air political talks by non-candidates in order to preclude the ever-pending risk of greater loss through damage suits arising from their failure to exercise close surveillance over such broadcasts.

The crux of the problem lies in interpretation of "political candidates" in Sec. 315 of the Communications Act. The Court of Appeals indicated Congress means only the candidate personally. Others, taking what they consider a more realistic and practical view of our political machinery, hold Congress means all authorized to speak in behalf of the office-seeker as well as the candidate himself.

Legal observers also contend the SCOTUS action upsets precedent in the field of "agency" and could create confusion in areas other than broadcasting. The precedent, they say, is that a person and his authorized agent are legally one.

The SCOTUS action would appear to further complicate certain aspects of FCC's *Port Huron* ruling, according to some. The *Port Huron* decision declared if a station accepted the talk of one candidate, reviewed the script and cleared it, the station could not refuse time to another candidate for the same office and could not censor the latter's talk even though it contained defamatory material. FCC assumed that in view of its ruling, no station would be found liable by the courts in suits which might result from the defamation of the second candidate's talk.

Philadelphia History

The *Port Huron* ruling also indicated this policy would apply to those who spoke in behalf of candidates as well as the candidates individually.

The Philadelphia case was initiated in November 1949 by David H. Felix, an attorney. He sued Triangle Publications Inc. (WFIL), Westinghouse Radio Stations Inc. (KYW) and WCAU Inc. (WCAU), charging defamation and asking $50,000 damages from each.

The suits were based upon two radio speeches by William F. Meade, then chairman of the Philadelphia Republican City Committee, on October 24 and 25, 1949.

Mr. Felix alleged Mr. Meade, in an attack upon Americans for Democratic Action, accused him (Felix) of being a former Socialist Party secretary and said the Socialist and Communist parties were "peddling the same bill of goods."

In their defense, the radio stations contended they were forbidden by the Communications Act from censoring political talks. Agreeing with this interpretation of the Communications Act, U. S. District Judge William H. Kirkpatrick in March 1950 dismissed the damage suits. The appeals court reversed this ruling, however, declaring stations are allowed to censor non-candidates under the Act.

The stations then asked the Supreme Court to review the case, which it has declined to do. No reason was given.

ANPA TALK

Expected on Rate Cutting

CBS rate reduction is expected to evoke almost as much lobby discussion at the 65th annual convention of the American Newspaper Publishers Assn., meeting Tuesday through Thursday at New York's Waldorf-Astoria, as it did at last week's NARTB sessions in Chicago. Publishers, like broadcasters, are under pressure from advertisers who have started sponsoring TV campaigns without increasing their overall advertising appropriations, and fears have already been informally expressed that if radio rates are pushed down, newspaper and magazine rates will almost inevitably be forced to follow suit.

Broadcast media as such, however, have no formal place on the newspaper publishers' convention agenda, which will commence tomorrow with the meetings of publishers of papers of less than 50,000 circulation and go into general sessions Wednesday. The Bureau of Advertising of ANPA will hold its annual business meeting Wednesday afternoon, followed by a semi-dramatic presentation, "A Newspaper 'Discovers' the Bureau of Advertising."

Charles E. Wilson, director of defense mobilization, will be the major speaker at the annual banquet Thursday.

Lewis W. Douglas, former ambassador to Great Britain, will address the annual AP luncheon Monday.

CHALLENGE TO PRESS

ASNE Hears Hayes

NEWSPAPERS must carefully consider what they can do "better than radio or television" and stress that operation or else find themselves "in a losing battle for time" and loss of public interest.

Additionally, they must be prepared to fight along with broadcasting media "when our freedom is challenged" if they would honestly meet the radio-TV challenge.

These words of advice were sounded by John S. Hayes, vice president of WTOP Inc. (WTOP-AM-FM-TV Washington), in a key address prepared for delivery Friday before the American Society of Newspaper Editors' 28th annual convention in Washington. Mr. Hayes was one of four scheduled speakers on a panel devoted to sound broadcasting's challenge to the press.

March of Dimes Award
CBS

FIRST March of Dimes radio award to a national advertiser is presented to Longines-Wittnauer Watch Co. during nationwide broadcast over CBS, 10:30-11 p.m. April 8. Taking part are (l to r) Frank Knight, announcer, *Choraliers* program, sponsored by firm; Alan R. Cartoun, Longines' director of advertising; Eugene Lowell, director, *Choraliers;* Basil O'Connor, president, National Foundation for Infantile Paralysis, who did the award honors.

Referring to "the three major forms of journalism," Mr. Hayes stated that radio, television and newspapers "will have to work out their own salvation in living together; in successfully competing with each other, and yet with each preserving those certain fundamental advantages which each might enjoy over another."

He suggested that the basic challenge is whether the newspaper press can successfully compete for an equitable share of overall time given to reading, listening and watching. Failing this, printed media will become a secondary medium of information, he added, noting that the nation's 500 million hours of daily "free time" offer plenty of room for each field.

Press Will Get Share

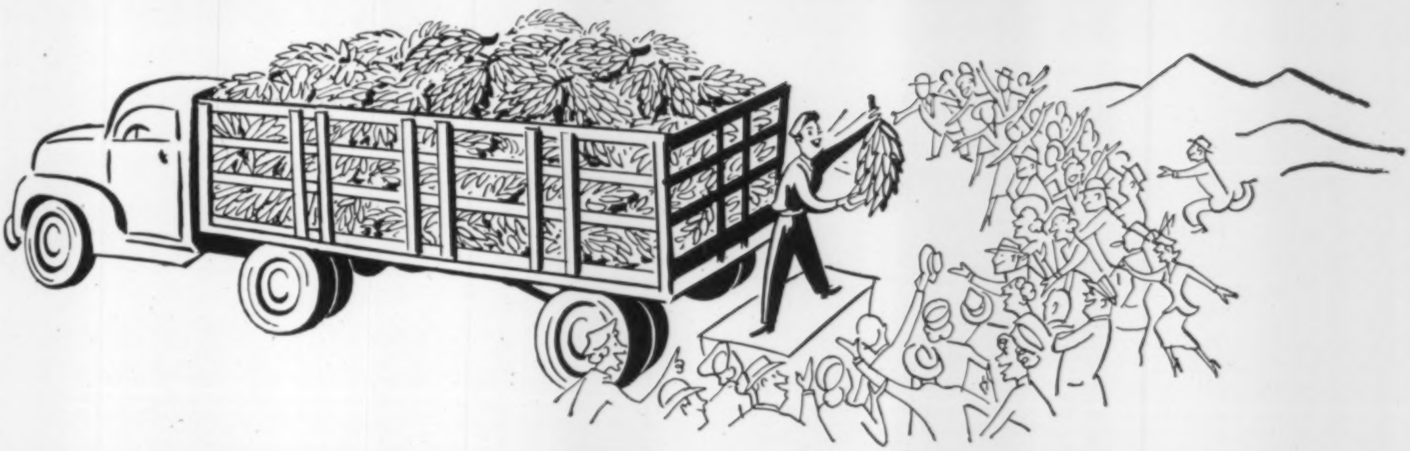
"I am not too concerned about temporary advertising dollars diverted from newspapers," Mr. Hayes said. "All advertising eventually offers some return to all media. The more advertising, the more sale of products . . . the more profits to the advertiser . . . the more advertising to the media . . ." Newspapers, he noted, will receive their proper share "in direct proportion to how much of the free time of the public" they can capture.

Alluding to freedom of the press and closing of *La Prensa*, Mr. Hayes pointed out that radio and television as licensed media "represent the most vulnerable front" and told editors "you cannot stand aside and watch this struggle. . . . Yet, I do not recall that any flags

(Continued on page 93)

A word with the Time Buyers:

Yes! we have no cooked bananas!



or how K. T. Hager sold a trailer load in 2½ hours

Nothing sells like a testimonial. Here's K. T. Hager, of Hager's Wholesale Fruits & Produce, Cumberland:

"On Saturday morning, June 18, I had on my hands almost a full trailer load of bananas that came to me in a heated or 'cooked' condition. I displayed signs advertising them for $1.00 a bunch. However, by noon I was convinced that more people must know of this sale if the bananas were to be moved.

"Within fifteen minutes after calling you, the customers began to swarm the place. About 2½ hours later we had sold out the load completely."

That's the kind of sudden results WCUM is used to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.

If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.

There's gold in these hills

CUMBERLAND

1490 ON YOUR DIAL

FM 102.9 MC

CUMBERLAND
WCUM

A KARL F. STEINMANN ENTERPRISE, TOWER REALTY COMPANY (Owners and operators of WCUM)

© The Joseph Katz Co., Advertising: 1951

FCC MONIES

House Committee Releases Testimony

AN EXPANDED economy coupled with rapid electronics development have boosted FCC's workload and problems, according to Chairman Wayne Coy.

His statement was presented before the House Appropriations subcommittee on Independent Offices Feb. 23 by the then Acting Chairman Paul A. Walker.

The subcommittee last week released testimony that it had gathered in closed session during hearings on President Truman's fiscal 1952 budget request. The Chief Executive had asked Congress for $6,850,000 for FCC, some 3.4% over the preceding year's allocation. [BROADCASTING • TELECASTING, Jan. 22].

This increase, Chairman Coy stated, was in line with the government's "policy of strict economy in nondefense activities," despite a rise in non-defense operations of the FCC.

Electronic and communication mushrooming within the economy could be traced to "the phenomenal expansion in television and in safety and special uses of radio," to cite only a few, according to the FCC.

"As a result of reductions in staff over the last few years," Chairman Coy said, "the Commission has not been able to discharge its functions in an effective manner."

Other Points Stressed

Points underscored by Chairman Coy also included the following:

● The reorganization program now nearing completion "will produce a more effective and efficient organization." But, he said, results will not be significant "until well into 1952." He said the task of devising detailed procedures for handling work would get underway when the functional bureau is set up.

● Total number of applications was expected to increase in 1951 over 1950 and to go up still further in 1952, although the number of applications for new facilities probably would decline, except in television.

● While the backlog of applications is still high, it should be lower at the end of 1952 in comparison to 1951 and 1950. Backlog of applications at the end of 1952 will consist of hearing cases.

● Number of authorized stations on the air is climbing steadily and is expected to continue to do so in 1952, increasing the regulatory load and making application processes more difficult.

● Increase in TV applications is expected after lifting of the "freeze," which Chairman Coy placed at that time as "in early 1952." This estimate was made more than a month before FCC's "third report" on proposed TV reallocation which suggested partial freeze lift in certain respects [BROADCASTING • TELECASTING, March 26].

Also cited was the need for more monitoring services, a point that has been stressed with added emphasis this year because of the defense situation.

In discussing application processing, Harry Plotkin, FCC's assistant general counsel, estimated that "it is taking us about seven or eight months before it [the application] gets up to the Commission for first action."

Mr. Plotkin added that seven or eight months before, the waiting period was about four months.

The hearing ended with a parting reference to television programming. Rep. Sidney R. Yates (D-Ill.) asked Comr. Walker what standards the FCC employs "with respect to the improvement" of TV programs.

Acknowledging that the Congressman was getting into a "pretty delicate subject," Comr. Walker said FCC never prescribed any allocation. "I do not know that we have the authority to do it. We have tried to encourage it in AM broadcasting." He said that broadcasters as a rule take it upon themselves to arrive at standards in view of the time when they would file for renewal of license.

Chairman of the House group is Rep. Albert Thomas (D-Tex.). Other Congressmen are Reps. Albert Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), Frederic R. Coudert Jr. (R-N. Y.), and Norris Cotton (R-N. H.).

The appropriations unit has not yet acted on the budget request.

'Flea Circus' Meet

THE THIRD annual scratch of the NAB "Flea Circus" was held Wednesday, April 18, at the Stevens Hotel, Chicago. The "Flea Circus" consists of NARTB and industry executives who attended NAB regional meetings during the years 1938-44. The following members attended: Frank Pellegrin, H-R Representatives; Edward M. Kirby, Dept. of Defense, Radio-TV Branch, U.S. Army; Carl Haverlin, BMI; Sydney M. Kaye, BMI; Neville Miller, attorney; Ralph Wentworth, BMI; Robert Keller, Robert Keller Assoc.; Hugh Feltis, KING Seattle; Sheldon B. Hickox Jr., NBC; Roy Harlow, BMI; WAC Capt. Pat Griffith, formerly with NAB; William Massing, FCC; Edwin M. Spence.

PHILIP FRANK

Nielsen PR Director Dies

PHILIP F. FRANK 44, director of public relations of the A. C. Nielsen Co., died suddenly April 17 at a Norwalk, Conn., hospital.

Mr. Frank was born in New York City and educated in New Rochelle, N. Y., public schools, and was graduated from Williams College in 1927. His advertising career included service as copy chief with the F. W. Prelle Co. of Hartford, Conn., director of public relations for Associated Transport Inc.; sales promotion for ABC; executive secretary of Broadcast measurement Bureau, and director of research and sales promotion for WSGN Birmingham, Ala., before joining A. C. Nielsen.

The author of many articles on advertising, radio and allied subjects, Mr. Frank contributed to several books and co-authored *This Thing Called Broadcasting.*

Surviving are Mr. Frank's widow, Verma; a daughter, Valerie, 18, both of New Canaan; his parents, and two brothers.

HEAD TABLE at the Broadcast Music Inc. luncheon at the convention for presidents of state broadcasting associations (story page 48) found these industry men (l to r): Kenyon Brown, president, KWFT Wichita Falls, Tex.; Paul W. Morency, vice president and general manager, WTIC Hartford, Conn.; Herb Hollister, president, KBOL Boulder, Col.; Wayne Coy, FCC Chairman; BMI President Carl Haverlin; Sydney M. Kaye, vice president and general counsel, BMI; John Elmer, president and commercial manager, WCBM Baltimore, and Judge Justin Miller, retiring president of NARTB, who becomes chairman.

FRAUD BILL CHANGE

Miller Victor In First Round

PROJECTED radio fraud legislation (HR 2948) was watered considerably last week to lessen broadcaster liability. Thus, an initial victory could be claimed for NARTB [BROADCASTING • TELECASTING, April 19].

A reworded bill was tentatively approved by a House Judiciary subcommittee last Tuesday, a week after it had held a one-day hearing. Changes conform to suggestions that had been forwarded to the subcommittee by Judge Justin Miller, NARTB president who in June becomes chairman of the board and general counsel.

Judge Miller had testified on the bill and also had submitted legal addenda to the Capitol Hill group.

As originally written and introduced by Rep. Emanuel Celler (D-N. Y.), chairman of the full Judiciary Committee which now must approve the measure for reporting to the House, a section to the U. S. Criminal Code would have been added to make it a crime for any person to do the following:

" . . . transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writings, signs, signals, pictures, or sounds for the purpose of executing" any fraudulent advertising scheme.

Proposed Penalty

It also would have held it a crime for any radio station operator who "knowingly" permitted the communication to be transmitted. The bill had carried a proposed penalty for violators of $10,000 and five years imprisonment, or both.

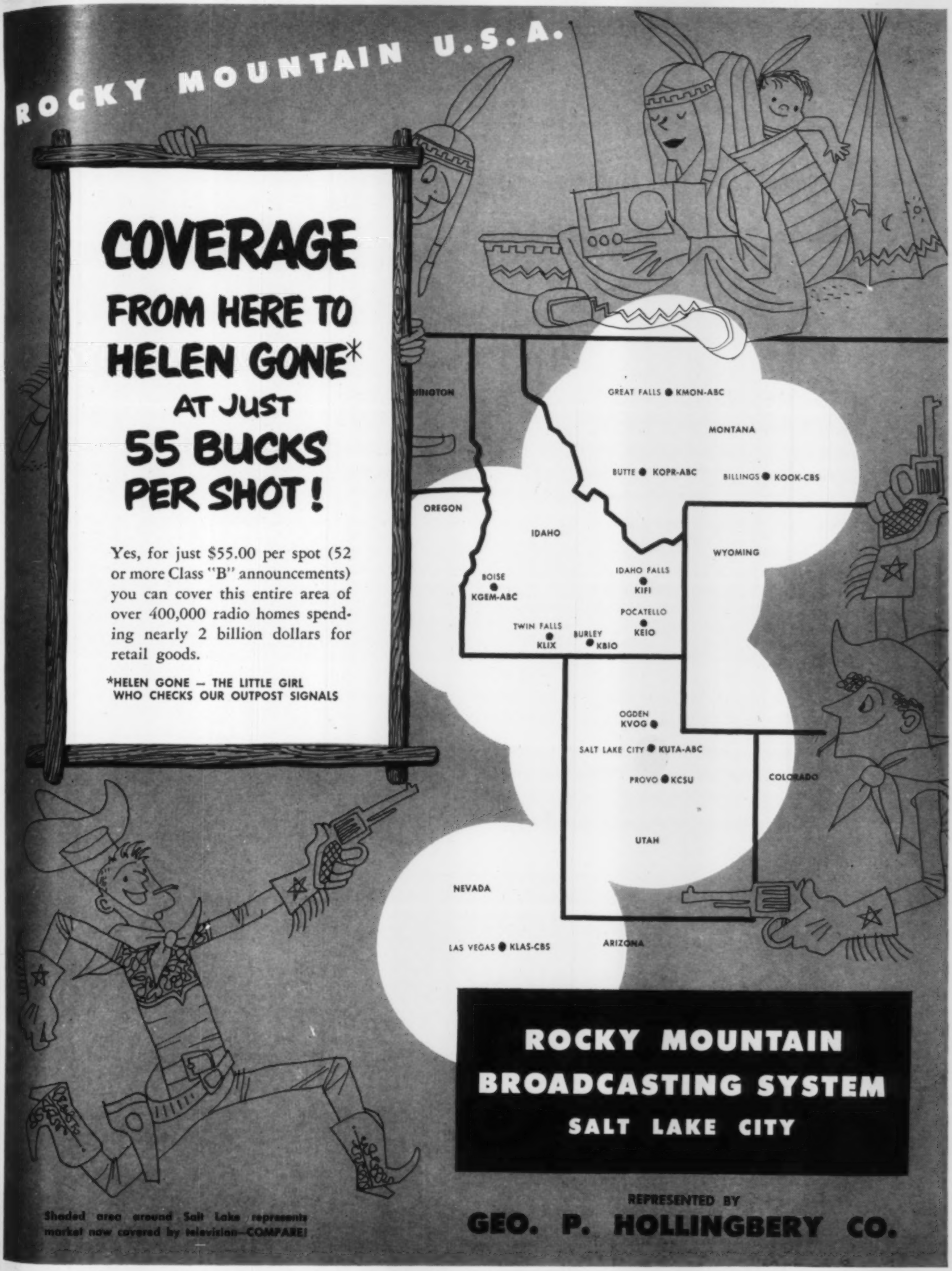
In accordance with argument set forth by Judge Miller, the bill was rewritten to apply to any person who transmitted or caused to be transmitted "by means of interstate wire or radio communication" any fraudulent scheme. This change in effect upholds Judge Miller's contention that the bill should affect interstate radio communication only. He had questioned the constitutionality of the initial bill.

The language referring to any radio station operator "knowingly" permitting such a communication was taken out. Penalty provision was reduced to $1,000 and five years imprisonment, or both. Both of these actions fall in line with Judge Miller's thinking.

The Senate-passed McFarland Bill (S 658), which would realign FCC functions, also contains a section on radio fraud. The Senate bill is being heard by the House Interstate & Foreign Commerce Committee.

FCC had requested passage of a radio fraud measure by Congress. While the House is acting on the agency's request, the Senate Judiciary Committee has stood pat, after its chairman, Sen. Pat McCarran (D-Nev.) reminded FCC that the Senate already had passed a bill which contains the section.

ROCKY MOUNTAIN U.S.A.


GREAT FALLS ● KMON-ABC
MONTANA
BUTTE ● KOPR-ABC
BILLINGS ● KOOK-CBS
WASHINGTON
OREGON
IDAHO
WYOMING
BOISE ● KGEM-ABC
IDAHO FALLS ● KIFI
POCATELLO ● KEIO
TWIN FALLS ● KLIX
BURLEY ● KBIO
OGDEN KVOG ●
SALT LAKE CITY ● KUTA-ABC
PROVO ● KCSU
COLORADO
UTAH
NEVADA
LAS VEGAS ● KLAS-CBS
ARIZONA

COVERAGE

FROM HERE TO HELEN GONE* AT JUST 55 BUCKS PER SHOT!

Yes, for just $55.00 per spot (52 or more Class "B" announcements) you can cover this entire area of over 400,000 radio homes spending nearly 2 billion dollars for retail goods.

***HELEN GONE — THE LITTLE GIRL WHO CHECKS OUR OUTPOST SIGNALS**

Shaded area around Salt Lake represents market now covered by television—COMPARE!

ROCKY MOUNTAIN
BROADCASTING SYSTEM
SALT LAKE CITY

REPRESENTED BY
GEO. P. HOLLINGBERY CO.

We have said
for nearly
twenty years . . .

. . . that the most effective way to use radio is the flexible, market-by-market way in which the cost for each market is substantially determined by circulation delivered in that market.

John Blair

SPARTANBURG
(county)

1950
U. S. Census
POPULATION
147,888

Within the last ten years Spartanburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888—a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed $100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD —Spartanburg's BEST RADIO BUY!

WORD
SERVING THE HEART
OF THE PIEDMONT
ABC
WDXY-FM • DUPLICATION
Walter J. Brown, President
SPARTANBURG
South Carolina
SEE HOLLINGBERY

NBS CONCLAVE

Studies Radio Propagation

A SUPER scientific conclave on matters relating to radio propagation was held last week in Washington at the National Bureau of Standards.

The session held April 16-18, was a joint meeting of the United States National Committee of the International Scientific Radio Union with the Institute of Radio Engineers' Professional Group on Antennas and Propagation. NBS was host.

Numerous papers on highly technical studies in radio propagation and measurements were delivered at the meeting, one of two held yearly. Some related to VHF and UHF broadcasting.

At an administrative meeting on Monday, the National Committee elected the following officers and committee members for 1951, who are to take office in June:

Chairman—Dr. C. R. Burrows, Cornell U., formerly vice chairman, who succeeds L. V. Berkner, Associated Universities Inc., New York; vice chairman—Dr. Newbern Smith, NBS, formerly secretary-treasurer; secretary-treasurer—Dr. A. H. Waynick, Penn State, formerly committee member. Mr. Berkner becomes junior past-chairman, succeeding Dr. J. H. Dellinger, now committee member. Other new committee members are R. A. Helliwell, Stanford U., and Dr. J. A. Morton, Bell Telephone Labs.

Re-elected committee members: Maj. Gen. S. B. Akin, Army Signal Corps; E. W. Allen Jr., FCC; Maj. Gen. F. L. Ankenbrandt, Air Force; Stuart L. Bailey, Washington consulting engineer; Dr. T. J. Carroll, NBS; Frederic Dickson, Signal Corps; Dr. R. C. Gibbs, National Research Council; John E. Keto, Air Force (Wright Field); Dr. F. B. Llewellyn, Bell Labs.; Dr. D. H. Menzel, Harvard U.; Dr. R. M. Page, Naval Research Lab.; Dr. J. A. Pierce, Harvard; Haraden Pratt, American Radio and Cable Corp., IT&T; Dr. Simon Ramo, Hughes Aircraft Corp.; Rear Admiral J. R. Redman, Navy; J. C. Schelling, Bell Labs.; Dr. J. A. Stratton, MIT; H. W. Wells, Carnegie Institute; Dr. H. A. Zahl, Signal Corps Engineering Labs.

Retiring from committee: Dr. J. F. Koehler, Philco; Dr. C. G. Suits, Westinghouse; Dr. F. E. Terman, Stanford U.; Dr. L. C. Van Atta, Hughes Aircraft.

The National Committee also named new chairmen to its permanent study commissions which correspond to the commissions of the International Scientific Radio Union, which headquarters in Brussels. Named were:

Commission 1 (Radio measurement methods and standards), F. J. Gaffney, Polytechnic Research and Development Corp., Brooklyn, who succeeds Dr. Dellinger. Commission 2 (Tropospheric radio propagation), Dr. A. W. Straiton, U. of Texas, succeeding Dr. Charles R. Burrows. Commission 3 (Ionospheric radio propagation), Dr. H. G. Booker, Cornell U., succeeding Dr. Newbern Smith. Commission 4 (Terrestrial radio noise), Harold E. Dinger, Naval Research Lab., succeeding J. C. Schelleng. Commission 5 (Extraterrestrial radio noise), Allen H. Shapley, NBS, succeeding Dr. Menzel. Commission 6 (Radio waves and circuits, including general theory and antennas), Dr. Samuel Silver, U. of Calif., succeeding Dr. Van Atla. Commission 7 (Electronics, including properties of matter), continues inactive.

Dr. Dellinger is U. S. vice president of the International Union, which holds a general assembly every two or three years. Last such meeting was held in Zurich, Switzerland, in September 1950. Next general assembly is scheduled for 1952 in Australia.

CIVIL ECONOMY

Can Stay Robust—Sprague

AMERICA can maintain a "healthy and robust" civilian economy and "well prepared" military machine if defense orders are channeled throughout industry and sufficient materials are made available to manufacturers for civilian use, Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., declared last week.

Mr. Sprague addressed the annual convention of the Armed Forces Communications Assn. at the Drake Hotel in Chicago Friday.

"A disturbing aspect of the present rearmament program is that the military load is not . . . evenly distributed throughout the industry," Mr. Sprague asserted. " . . . Many manufacturers are in danger of being caught in a squeeze between material shortages . . . and insufficient or no military orders . . . Already some of the smaller manufacturers are in this difficulty."

The RTMA board chairman warned that because of electronics' importance to national defense, it would be "dangerous" for a number of manufacturers of end equipment and components "to fall by the wayside." The problem is complicated, he noted, by adjustment to partial mobilization and growth of military requirements, despite expansion of the industry.

Mr. Sprague also urged easing of credit and spending restrictions to encourage sale of radio-TV receivers because of their "recognized value as the most effective media" for transmission of government information and for civil defense. Additionally, curtailment of expansion of production would result in the loss of skilled engineers and technicians, he stated.

"It appears that one of the principal expansions needed in our industry will be for the increased production of basic components which will be required by the armed services in vast quantities in the event of a full-scale war," he asserted.

Graham Starr

FUNERAL services for Graham Starr, 61, retired Air Force lieutenant colonel and former New York advertising executive, were held April 13 in New Hope, Pa. Burial was in Arlington National Cemetery. Col. Starr, a native of Washington, died of a heart attack April 11 at his home in Lumberville, Pa. He began his advertising career with N. W. Ayer & Son in 1921 and later was an executive with Young & Rubicam and with Erwin, Wasey & Co. in New York. Surviving is his widow, Helen.

AFM PEACE

Networks-Union Sign Pa

FOUR network-AFM contracts f radio and television, reflecting th settlement reached by the network and AFM President James C Petrillo in New York a month ag [BROADCASTING • TELECASTING March 19], were signed March 3 it was announced last week.

The agreements are those for na tional radio, national televisio television film labor, and a tru agreement. Text will appear in th April 30 issue.

CBS SALES POST

Horton To West Coas

KINGSLEY F. HORTON, CBS as sistant general sales manager i New York, has been appointe radio and televi sion networ sales manager fo the West Coas a newly-create post, CBS Vic President J. L Van Volkenbur announced las week.

Mr. Horton

Mr. Horto joined a CBS affiliate, WFBL Syra cuse, N. Y., in 1931, and went t CBS Radio Sales, New York, i 1936. From 1938 to 1948, he wa with WEEI Boston, network-owne station, and in 1948, he transferre to CBS-TV New York sales staff.

CHURCH PROGRAMS

Sterling Lauds WCSH, Other

"I AM glad to say the Commissio has always looked with favor upo religious broadcasting. We hav recognized that radio has added new dimension to the ministry.... Radio has brought the church t the whole community."

Thus FCC Comr. George E. Ster ling spoke in part April 15 on th 25th anniversary broadcast ove WCSH Portland, Me., of the Firs Radio Parish Church of Americ He also said he believed America radio "can claim much of th credit" for the current "religio awakening" in the U. S.

Noting it was the work of for mer Sen. Wallace H. White (R Me.) that stations are legally obl gated to operate in the "publ interest," Comr. Sterling compl mented WCSH and Pastor Howar O. Hough for their pioneer work i the field of public service religio broadcasting. He added FCC fil show stations "are devoting mo and more broadcast time to th various religious faiths and de nominations" and observed "o recent network broadcast on re gion evoked a tremendous respo from listeners praising the pr gram.

"It is clear that American rad is doing its part to give real mea ing to the motto, 'In God we trust,' Comr. Sterling concluded.

Best Milwaukee buy—and here's why:

1. ***High Hoopers********—Now 4th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

2. ***Lower Costs***—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, $9.75 buys a Nighttime minute—$7.80 a daytime minute.

3. ***Top Programming***—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. ***Personnel***—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

Based on 1950 May-September Hooperatings and 1950 November-December Index

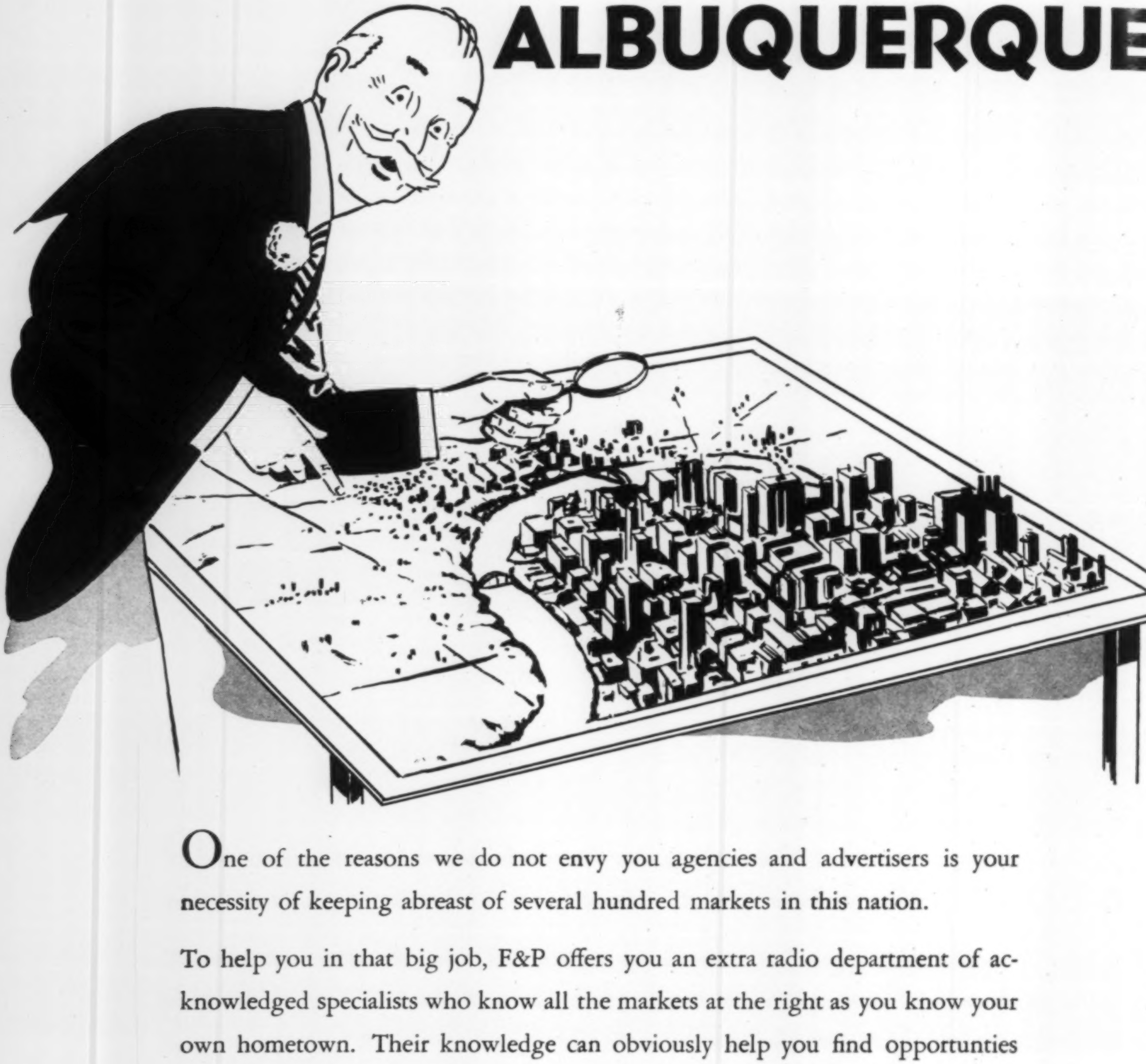
WEMP

24 Hours of Music, News and Sports

Headley Reed, before you buy
let them tell you why!

Hugh Boice, Gen'l Mgr.

What's Going On In ALBUQUERQUE . . . B



One of the reasons we do not envy you agencies and advertisers is your necessity of keeping abreast of several hundred markets in this nation.

To help you in that big job, F&P offers you an extra radio department of acknowledged specialists who know all the markets at the right as you know your own hometown. Their knowledge can obviously help you find opportunties your competition is missing, avoid pitfalls of inadequate "intelligence", and *get more value for your radio dollars.* That's the basis on which we first earned our place in this industry, and the basis on which we will continue to *grow with you.*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

BEAUMONT . . . OR COLUMBIA?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

. . . .

WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000

. . . .

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

MEDIA WAGES

'Unions Will Not Permit Cut'

EVEN if radio rates are cut and a station's income goes down because of television competition, unions will not permit a wage cut at this point because the national economy as a whole is inflated rather than deflated. This was the prediction of A. Frank Reel, executive secretary of the American Federation of Radio Artists, who was a key speaker at the Labor-Management Relations Panel at the NARTB convention Tuesday afternoon.

If the economic shrinkage were general, as during the depression years, the situation would be different and labor would more readily take wage cuts, Mr. Reel said. With inflation "typical of almost every industry except one," however—radio and television—such a move would not be practical, he added. He warned station men they would lose personnel if wages were cut, even with union permission, because with the manpower shortage and flush job opportunities workers could easily get jobs elsewhere. He attributed deflation of radio to technical operations.

Mr. Reel, with Lawson Wimberly, assistant to the president of the International Brotherhood of Electrical Workers, represented labor. They appeared in the forum with Phil Lasky, vice president of KSFO San Francisco, and Ernest de la Ossa, director of personnel for NBC. Harold Essex, vice president, WSJS Winston-Salem, N. C., was chairman. NARTB board members serving as monitors were Kenyon Brown, president, KWFT Wichita Falls, Tex., and George D. Coleman, WGBI Scranton, Pa.

Floor Discussion

The most enthusiastic discussion and questioning from the floor concerned possible solution to what was termed by all speakers as the "inevitable" position of many radio stations which will suffer rate reductions and decline in revenue and still have contracts providing for sustained wages for union workers. The labor leaders agreed that specific solutions could be found only in discussions with each individual station confronted with such problems. They said also that combination jobs, with announcers doubling as newswriters or engineers doing some announcing, could be worked out in necessary instances. They recommended, however, that such combination employes be given wage increases because of their heavier work load.

An overflow crowd of broadcasters heard the management and labor sides of these questions: What factors and conditions contribute to harmonious management relations?; what are some of the legitimate methods which management may use when a union attempts to organize employes at a station?; legitimate methods for a union to use?; what should be the yardstick on which equitable compensation is made?

The groups agreed that harmonious negotiations can be carried out if these elements are present: Mutual acceptance of the existence of the other side, a positive attitude of discussion for mutual benefit, confidence and respect, acceptance of responsibility, patience, omission of third party interventionists as much as possible, and frankness and sincerity. Mr. Reel said he seeks from management an understanding that even a small portion of a large union represents an organized thing called the "American labor movement," and that business "depends on the ability of the public to buy the products you advertise."

"Regardless of your personal views and prejudices about labor, nothing has so contributed to the mass buying power as the labor movement," Mr. Reel asserted.

Mr. Lasky reminded the labor representatives that labor relations "are not a one year thing, when the contract comes up for discussion," but should be a 12-month a year job.

Management can legitimately give employes the facts of business life of the station when a union attempts to organize the shop, and can also refer the matter to the National Labor Relations Board. The speakers were in accord that agreements should be made with organizing unions so there is no disruption of business. Mr. Lasky suggested that stations retain a capable labor attorney on the local level.

AFRA, according to Mr. Reel, has been "forced" to call strikes for recognition for the first time in its history. It prefers to use

(Continued on page 64)

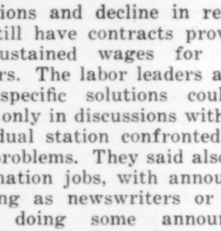
Recruiting Honor

U. S. ARMY and Air Force Recruiting Services this week gave a special citation to NARTB for "its splendid cooperation and assistance" rendered to recruiting drives. Award was made to Judge Justin Miller, NARTB president, at opening session of the NARTB convention in Chicago.

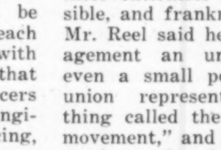
LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One*

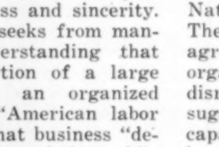
*and we're gaining there, too.



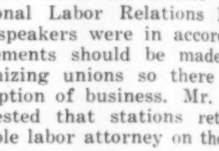
Mon. thru Fri.
8 A.M. to 12 Noon



Mon. thru Fri.
12 Noon — 6 P.M.



Sun. 12 Noon — 6 P.M.
Previous report showed WBNS with 17%



Sun. thru Sat. Eve.
6 P.M. — 10:30 P.M.

The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here's twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

KFH AM FM

By every known yardstick it's KFH two to one . . . . Check your Wichita Hooper . . Dr. F. L. Whan's Kansas Radio Audience of 1950. . . glance at your B.M.B. report

For twenty-eight years KFH has covered the big Wichita market. Its superior leadership *(better than 2-to-1)* is substantiated by every measuring device. Extensive local programming combined with the nation's best in CBS assures every advertiser of more people per dollar. KFH is Wichita's best radio buy by more than 2-to-1!

CBS KFH AM FM

Represented by
EDWARD PETRY & COMPANY

KANSAS' GREATEST RADIO STATION
WICHITA, KANSAS

5000 WATTS ALL THE TIME

BMI SESSION

Covers Programming, Clinics

(BMI photo page 38)

BROADCAST MUSIC Inc. pitched its plan for annual program clinics and diversified program schedules to presidents of 29 state broadcasting associations at the first luncheon of its kind last Monday in Chicago. BMI President Carl Haverlin, welcoming the group of broadcasters who were attending the NARTB convention, asked for further cooperation in BMI's sponsorship of program clinics throughout the country.

Broadcasters elected Emmett Brooks of WEBJ Brewton, Ala., permanent chairman of a four-man steering committee to study the problem of future clinics and where they will be conducted. Working with Mr. Brooks are Mahlon R. Aldridge, KFRV Columbia, Mo.; William J. Newens, KOIL Omaha, and Earl J. Gluck, WSOC Charlotte, N. C.

Reviews Clinics

Mr. Haverlin traced development of the program clinics, which started as discussions for librarians in 1948 and attracted only seven persons at the first meeting. At the time of the last series in January, by which time emphasis had been switched from libraries to wider aspects of programming and sales, there were 107 persons from 26 states and Canada, 65 of whom were station owners or general managers. Field clinics in one four week period reportedly attracted 620 persons, including 184 managers, 365 program managers and 73 librarians.

Four concluding clinics will be sponsored this spring in Illinois, Wisconsin, Michigan and Indiana from May 15-21. Mr. Haverlin, after explaining purposes of the clinic, sought support from state broadcasting associations in helping to organize geographical areas of three or four states for future clinics and in aiding development of additional state associations. He said broadcasters in 13 states have no state group.

Projected BMI broadcasting aids would help the broadcaster "start program concepts in the front office, rather than in that of the program manager," Mr. Haverlin said. "Good programming requires more thought, not more dollars. Imagination, the most valuable element in programming, can be dispensed with less easily than intelligence or techniques."

Overall, the radio industry is "woefully weak in imagination," he charged, defining the major problem as a lack of "program diversification. . . . Most of us are pretty well slotted in our thinking, and I'm not sure we know what the public wants."

To encourage youthful composers of serious music, Mr. Haverlin outlined a tentative proposal of BMI which would be carried out with cooperation of state broadcasting groups nationally. Winners of area contests would have their music published by BMI and perhaps recorded by a major company. Broadcasters would conduct local and area competitions.

Offers Exhibit

Mr. Haverlin offered to send an exhibit of original compositions and data concerning classic authors shown at the convention, to each broadcasters' clinic. Station promotion of the exhibit would help to attract non-radio civic leaders to the clinics, such as parent-teacher association and club officials.

Special guests at the luncheon were FCC Chairman Wayne Coy, NARTB Retiring President Justin Miller, J. Leonard Reinsch of the James M. Cox stations; Leonard Kapner, WCAE Pittsburgh; Herb Hollister, KBOL Boulder, Col.; William Hedges, NBC vice president; J. Harold Ryan, vice president and treasurer, Fort Industry Co.; Paul Morency, WTIC Hartford; Joseph McDonald, vice president of ABC, and Malcolm Neill, chairman of the Canadian Assn. of Broadcasters.

State broadcasting association presidents attending were:

Mr. Brooks, Alabama; Julian Haas, KARK Little Rock; E. C. Kelly, KCRA Sacramento, Calif; Rex Howell, KFXJ Grand Junction, Col.; Spencer Mitchell, WDAE Tampa; W. Ray Ringson, WRDW Augusta, Ga.; Ray Livesay, WLBH Mattoon, Ill.; Daniel C. Park, WIRE Indianapolis; Charles Warren, WCMI Ashland, Ky.; Tom Gibbens, WAFB Baton Rouge; Frank S. Hay, WLAM Lewiston, Me.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Dave Gentling, KROC Rochester, Minn.; Granville Walters, WAML Laurel, Miss.; Mr. Aldridge, Missouri; Franz Robischon, KBMY Billings, Mont.; Mr. Newens, Nebraska; Robert Stoddard, KATO Reno; Mr. Gluck, North Carolina; Robert Fehlman, WHBC Canton; L. F. Bellatti, KSPI Stillwater, Okla.; Lee Jacobs, KBKR Baker, Ore.; Victor C. Diehm, WAZL Hazleton, Pa.; Robert J. Dean, KOTA Rapid City, S. D.; Robert J. McAndrews, Southern California; Hoyt Wooten, WREC Memphis; Arch Morton, KJR Seattle; Joe L. Smith Jr., WJLS Beckley, W. Va., and Ben Laird, WDUZ Green Bay, Wis.

Sets New York Meet

All 14 members of the BMI board attended a private dinner at the Stevens Sunday night, and scheduled the next regular board meeting for June 13 in New York. The company was host group at an annual dinner for past and present officers and board members of BMI and NAB (NARTB) Monday evening at the Ambassador East Hotel.

MILWOKY'S MOST POWERFUL FULLTIME INDEPENDENT

POWER

PRESTIGE

PERSONALITIES

PROGRAMS

More than *1,500,000 listeners* come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY *with programs* . . . Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation . . . the largest volume of local business.

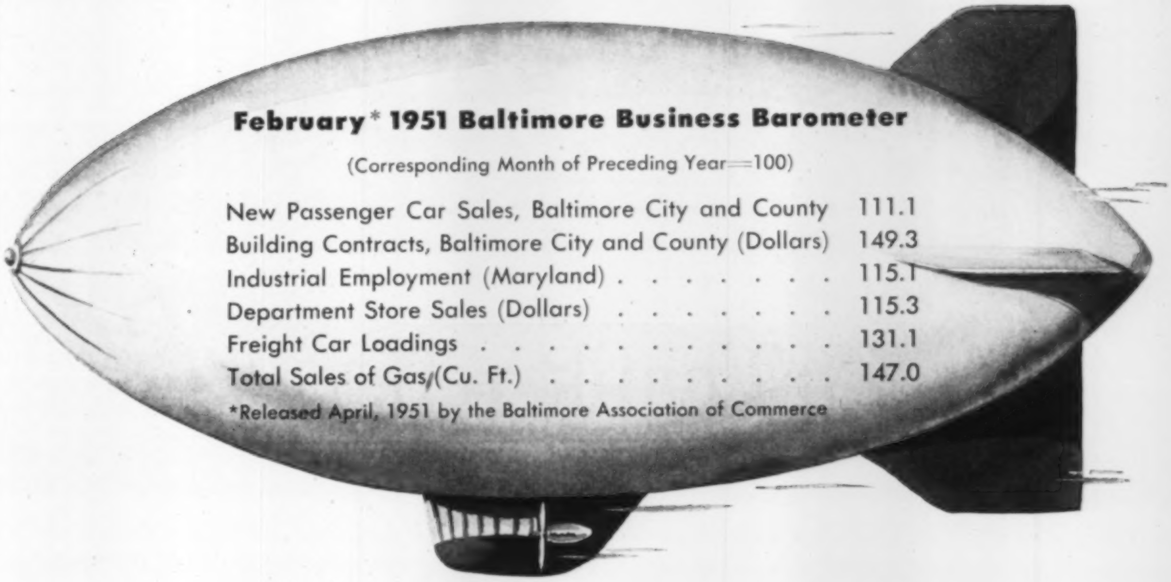
Milwoky personalities have captivated the audience . . . slow-speaking, heart-warming Josh Adams, The Women's Home Companion . . . and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy . . . ace sportscaster . . . for America's largest advertisers . . . can sell your products.

Successful programs that do a selling job for advertisers . . . Boston Blackie . . . Meet the Menjou's . . . Alan Ladd in Box 13 . . . Jerry Bartell's PlayTime for Children . . . to mention a few of the many prestige programs.

Represented by WEED & CO.

WOKY

. . . . and 920 on your dial . . . .



February* 1951 Baltimore Business Barometer

(Corresponding Month of Preceding Year=100)

New Passenger Car Sales, Baltimore City and County	111.1
Building Contracts, Baltimore City and County (Dollars)	149.3
Industrial Employment (Maryland)	115.1
Department Store Sales (Dollars)	115.3
Freight Car Loadings	131.1
Total Sales of Gas (Cu. Ft.)	147.0

*Released April, 1951 by the Baltimore Association of Commerce

Sales SOAR in BALTIMORE when you use

WCAO

"The Voice of Baltimore"

Every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

Ask About Availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

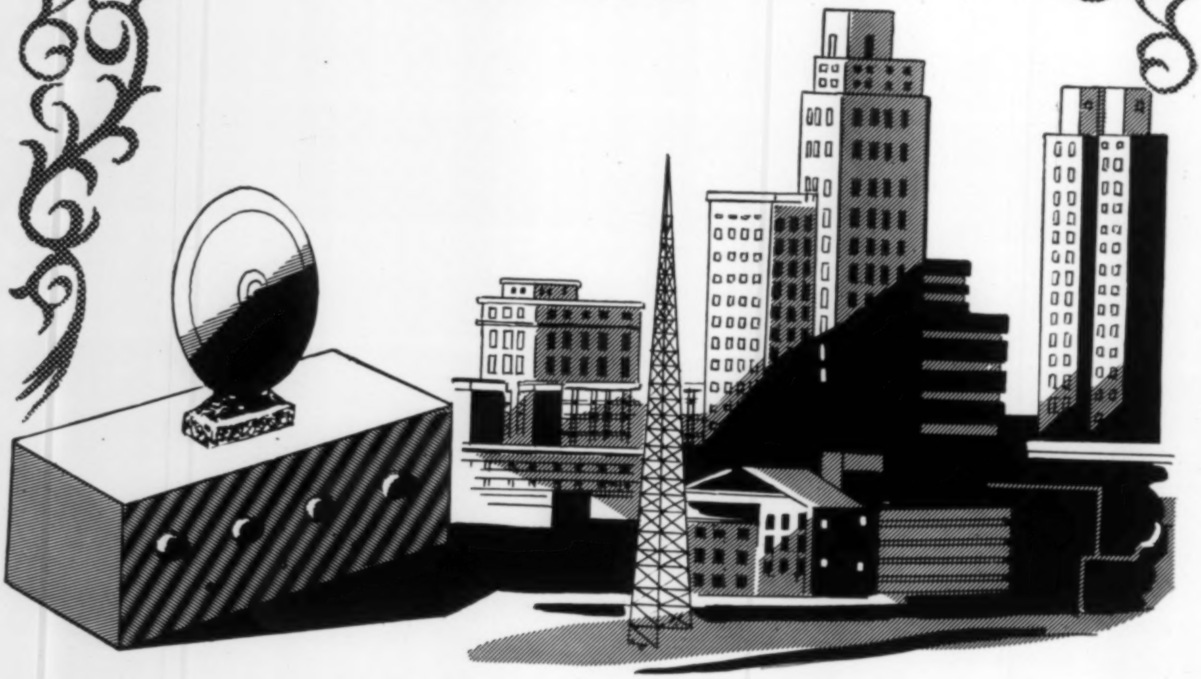
Thank You

for our

30th

Birthday

WSPD AM TV



Since 1921
The Voice of Toledo

ON April 15, 1921, WTAL (soon to be WSPD) began broadcasting with 50 watts to the Toledo market. The baseball games broadcast that year were described by announcers who wore tuxedos in an effort to give this newfangled miracle a touch of class, and folks at home took turns listening on the headphones.

THIS month, with 5,000 watts, we are celebrating 30 consecutive years of constructive, progressive AM broadcasting. In July we will be celebrating 3 years of telecasting from WSPD-TV, Toledo's only television station. Both stations have earned their place in the hearts of the people of Northern Ohio by ceaselessly working and broadcasting in the public interest.

THANK YOU. We sincerely thank our large and loyal family of listeners and the multitude of national and local advertisers who have made this 30th birthday possible.

WSPD

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

WSPD, Toledo, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WWVA, Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WSAI,** Cincinnati, O
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

open mike

Low Blood Pressure

EDITOR:

Why all the furore about P.I. deals? . . . P.I. deals are like sin. Everyone disapproves, but enough indulge to keep it a going business. The fellows who pitch the P.I. deals at us know that some stations will accept and many more will not. . . . So a few stations always fall for the gag, and a lot more waste a great deal of time thinking up letters of refusal that are real masterpieces—letters that run the gamut from soul-satisfying sarcasm to profound treatises on radio's merits as an advertising medium. In the aggregate, this amounts to quite a lot of time.

. . . And when I think of all the time I used to waste answering those pitches, I do a slow burn at my own stupidity.

Here's a way that P.I. inquiries might be put to good use. Suppose every station manager who ordinarily replies to them with a rate card and the old "radio is a medium that can stand on its own feet" routine should keep on his desk a list of legitimate national advertisers who are logical prospects for his own station. . . . Then when we get a letter from a P.I. genius, instead of spending good time and thought composing a reply that is a literary gem, how about putting the same time and thought into a hell of a good personal sales letter to one of the people on the "legitimate prospect" list?

We're not going to sell the P.I. artist on a legitimate basis, and we're not going to put an end to his efforts by waving our arms and getting red in the face. If we put the same effort into additional selling to honest advertisers who should be using more radio, we shall advance radio some small distance further toward its rightful place in the sun.

Walter E. Wagstaff
General Manager
KIDO Boise, Ida.

* * *

Needs Attention

EDITOR:

"Voice or Babel?" in the Feb. 25 issue of BROADCASTING • TELECASTING is indeed interesting. A subject, that in our opinion, should be given careful attention by all who are interested in the perpetuation of our free radio systems. Not the system advocated by professional bureaucrats. . . .

K. C. Titus
Advertising Manager
The Perfex Mfg. Co.
Shenandoah, Iowa

[EDITOR'S NOTE: Editorial referred to was in support of Sen. William Benton's (D-Conn.) proposal to investigate whether or not Voice of America and like propaganda efforts were being efficiently implemented.]

* * *

'An Unpleasant Fact'

EDITOR:

It seems to be an unpleasant fact that the only persons left who realize that radio is still the best buy in advertising are the broadcasters themselves.

Sponsor after sponsor is being bombarded with a rather dubious array of "facts and figures" on both a local and national level by a multitude of organizations whose irrational statements usually precede a cooperative pitch on TV.

The following excerpt from a letter sent to New York State savings banks from their state association serves to illustrate the point:

> **. . . Radio has suffered progressively in the face of television competition during the course of the afternoon and practically approaches elimination during the evening hours. A study made by one research organization indicates that the situation is gradually reaching a point where radio will have only a marginal audience—the people driving cars, the housewives in their kitchens, etc. . . .**

This letter was accompanied by a questionnaire concerning the association's continued use or cancelling of their radio program.

It is hard for even the happiest of radio sponsors to stand up under such barrages as these when they come from their own associates. It amounts to this: About everyone is ready to carry the banner for the neophyte, but no one for its big brother, except broadcasters themselves.

It's about time to start waving!

Keith W. Horton
Commercial Manager
WKRT Cortland, N. Y.

* * *

EDITOR:

ZIMMER KELLER NOT BIOW IS AGENCY FOR BOHN ALUMINUM AND THEIR AMERICAN FORUM TELEVISION SHOW. PLEASE CORRECT STATEMENT PAGE 15 THIS WEEK'S [April 9] ISSUE.

CLYDE D. VORTMAN
ZIMMER KELLER INC.
DETROIT

* * *

Early Kefauver

EDITOR:

We have followed your fine editorial and news articles on radio-TV's coverage of the Kefauver Senate crime probes with much

(Continued on page 69)

WTAG Has a Corner on High Hoopers in Worcester

Share of Radio Audience-Oct. 1950 thru Feb. 1951

Total Rated Time Periods

WTAG	STA. "B"	STA. "C"	STA. "D"
48.8	23.0	10.7	10.2

WTAG has more audience than all other Worcester stations combined.
112% more audience than the second place station.

Ratings Breakdown Oct.-50-Feb.-51 Worcester City

Evenings, Sunday thru Saturday, (6 to 10:30 p.m.) In Half Hour Periods

	WTAG	STA. "B"	STA. "C"	STA. "D"
Ratings of more than 10	42	0	1	0
Ratings of 5 to 10	19	13	12	6
Ratings of Less than 5	2	50	50	57

Daytime, Monday thru Friday, (8 a.m. to 6 p.m.) In Quarter Hour Periods

	WTAG	STA. "B"	STA. "C"	STA. "D"
Ratings of 10 or more	14	0	0	0
Ratings of 9	1	0	0	0
Ratings of 8	2	1	0	0
Ratings of 7	8	3	0	0
Ratings of 6	1	5	0	0
Ratings of 5 or less	14	31	40	40

WTAG
WORCESTER— Industrial Capital of New England
WTAG-FM BASIC CBS • 580 KC

See Raymer for all details

the TOUR TEST *proves*

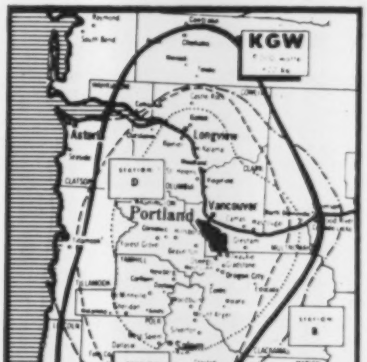
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....*in the* OREGON MARKET

Albany, in the heart of the rich Willamette Valley, is one of the important markets delivered to KGW advertisers by KGW's COMPREHENSIVE COVERAGE. On a recent Tour Test to Albany, conducted in cooperation with the Oregon State Motor Association, Albert M. Epperley, Secretary-Salesmanager of R. Veal & Son, shows Miss KGW how birch, Oregon alder and maple are made into fine Early American and Modern furniture by his firm. A large zirconium plant is a recent addition to Albany's fast-growing industry.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

30th YEAR

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

GOLF TOURNAMENT winners were (l to r) William Ware, KSTL St. Louis; Lew Green, Green Assoc., Chicago, and Robert Stoddard, KATO Reno. Mr. Green's low gross was 78. Messrs. Ware and Stoddard tied for low net with 70 each.

* * *

GOLF TOURNEY

Green Wins Low Gross, Stoddard, Ware Tie

AN INTREPID band of 56 convention golfers defied the 36 degree weather April 15 and shot remarkably good scores in the 17th annual BROADCASTING • TELECASTING NARTB tournament with Lew Green of Green Assoc., Chicago, winning low gross with 78. Tied for low net honors were Robert Stoddard, KATO Reno, and William Ware, KSTL St. Louis. Each had a score of 70.

BROADCASTING • TELECASTING awarded silver trophies to the winners and was host to the golfers at the Northwestern U. Golf Club, Wilmette, where the golf sessions were held.

Ladies' Winner

Miss Evelyn Vanderploeg, Schwimmer & Scott, Chicago, won low gross honors among the ladies.

Louis Smith, WOR New York's Chicago office, former winner, and George Frey, NBC Television, New York, tied for low gross runnerup honors with 81's. Hugh Feltis, KING Seattle, Robert Lambe, WTAR Norfolk, Maurice McMurray, CBS-TV Chicago, and Dee Crooch of KDZA Pueblo, all shared second place in the low net department with 71's.

The players and scores are shown in the table below.

Broadcasting - NARTB Golf Scores

			Gross	H	Ne
Louis Nelson	Wade Agency	Chicago	100	22	78
Tim Timothy	Avery-Knodel	Chicago	106	31	75
Roger O'Sullivan	Avery-Knodel	Chicago	93	21	72
John Alexander	WBKB	Chicago	105	29	76
Bill Ryan	BAB	New York	112	31	81
Ken Ponte	WBKB	Chicago	113	31	82
Bruce Roberts	WBKB	Chicago	101	29	72
Jim Brown	WBBM	Chicago	101	26	75
Chuck Wiley	WBBM	Chicago	111	31	80
Bill Thompson	MBS	Chicago	106	31	75
E. Jonny Graff	Kaufman Agency	Chicago	121	31	90
Frances Velthuys	Price, Robinson & Frank		Did not finish		
Evelyn Vanderploeg	Schwimmer & Scott	Chicago	Did not finish		
John Carey	WIND	Chicago	94	21	73
Lew Green	Green Assoc.	Chicago	78	8	70
Jeff Wade	Wade Agency	Chicago	91	14	77
Jim Stirton	ABC	Chicago	96	24	72
George Frey	NBC	New York	81	8	73
Fred Klein	Toni Co.	Chicago	96	22	74
Merrill Lindsay	WSOY	Decatur, Ill.	95	22	73
Ben Strouse	WWDC	Washington	117	31	86
Frank Fletcher	WARL	Arlington, Va.	110	31	79
Dan Meadows	RCA	Indianapolis	104	27	77
S. Fantle Jr.	KELO	Sioux Falls, S. D.	83	10	73
David Gentling	KROC	Rochester, Minn.	100	27	73
Dee B. Crooch	KDZA	Pueblo, Col.	95	24	71
Bob Stoddard	KATO	Reno, Nev.	96	26	70
Alan Schroeder	CBS	Chicago	Did not finish		
H. Leslie Atlass, Jr.	WIND	Chicago	Did not finish		
Carl Jewett	Everett-McKinny	Chicago	Did not finish		
Bill Ware	KSTL	St. Louis	84	14	70
M. E. McMurray	CBS-TV	Chicago	85	14	71
Hugh Feltis	KING	Seattle	97	26	71
Dick Dunning	KHQ	Spokane	114	31	81
Johnny Outler	WSB	Atlanta	100	24	76
Bob Lambe	WTAR	Norfolk, Va.	92	21	71
Rollie Fishburn	Petry-TV	Chicago	102	27	75
Bruce Bryant	Petry-TV	Chicago	90	13	77
Chuck Reeves	CBS-TV	Chicago	Did not finish		
Walter Rubins	WIND	Chicago	Did not finish		
C. T. Hagman	WLOL	Minneapolis	Did not finish		
Frosty Blair	Petry	Chicago	Did not finish		
Don Hadding	Petry	Chicago	Did not finish		
Bill Newens	KOIL	Omaha	Did not finish		
Jim Parsons	Harrington, Righter & Parsons	New York	85	11	74
Lou Smith	WOR	(New York) Chicago	81	6	75
Bob Davis	Kraft Foods	Chicago	83	8	75
Tom Chrisman	Chrisman Nurseries	Chicago	Did not finish		
M. Chandler	CBS	New York	98	24	74
J. E. Nilson	CBS	New York	119	31	88

TUBE OUTPUT

'Reasonable Level' Held Vital

THE ENTIRE electronics industry will suffer serious hardships if sufficient receiving tubes are not manufactured to support a "reasonable level" of radio-TV set production, government officials were told last week.

This warning was sounded by industry representatives in a conference with officials of the National Production Authority in Washington last Tuesday. The discussions were called by NPA to weigh methods of meeting defense needs with minimum disruption to civilian output [BROADCASTING • TELECASTING, April 16].

Members of three industry advisory committees representing electronic component, end equipment and receiving tube fields, told H. B. McCoy, NPA assistant administrator, and other authorities that cutbacks below minimum requirements for nickel would "jeopardize" the industry and weaken its ability to meet defense orders. The group suggested a sliding scale to provide 250,000 pounds in May, 225,000 pounds in June and 200,000 pounds in July.

These points were underscored, in turn by NPA officials:

- ● The supply of nickel (used in permanent magnet loudspeakers and gun assembly of cathode ray tubes) probably will fall below the minimum 200,000 pounds recommended by the committees.
- ● There should be some "safeguards" to assure the flow of new tubes into replacement parts rather than new sets.
- ● Industry must further curtail use of cobalt (also used in magnet speakers) in the future, although 30,000 pounds of the metal was made available in April and the present rate may continue through May and June.
- ● The electronic industry was praised for its conservation program for cobalt and other raw materials, and asked to "stretch available supplies." The program had been launched on the initiative of Radio-Television Mfrs. Assn. Set manufacturers were urged by NPA to make some copper available for use by speaker makers.

The committees also reported estimates on 1951 set production, predicting output of between 5 and 6 million TV units and between 10 and 15 million radio sets. The estimates are hedged with the provision that critical materials are made available.

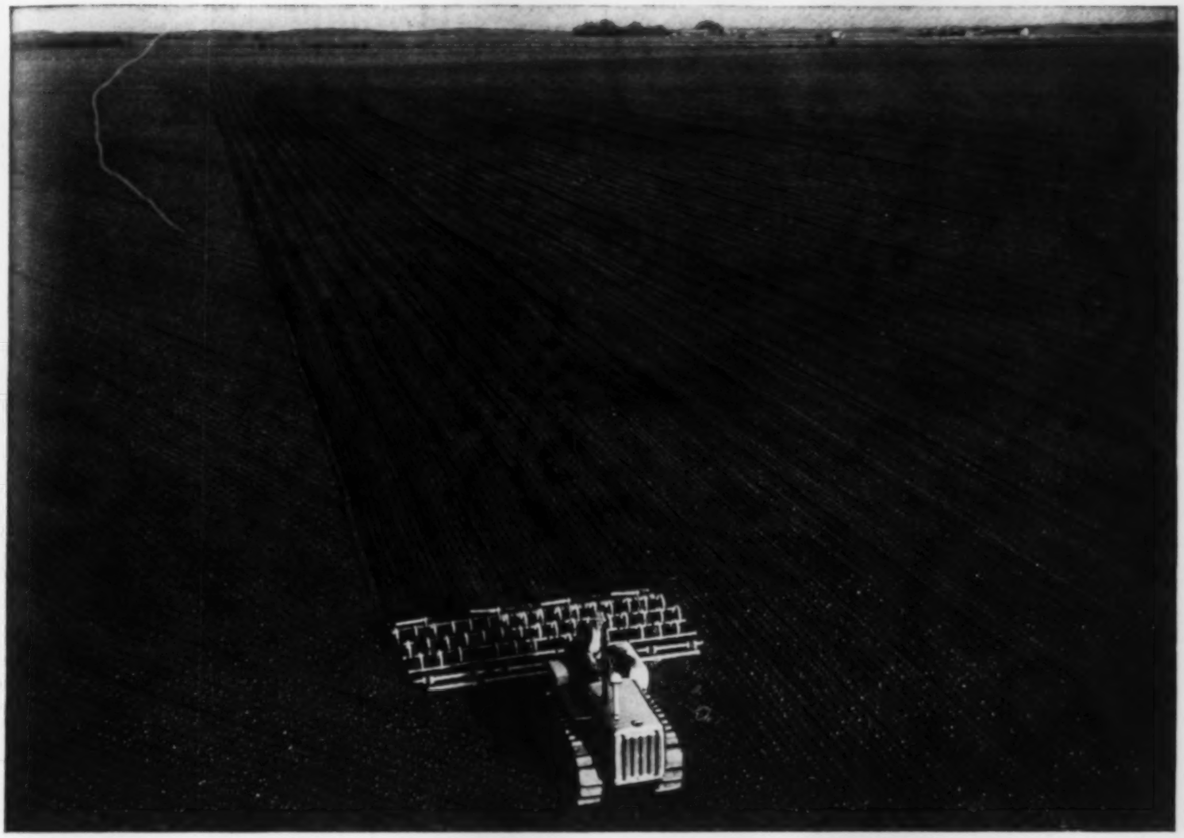
Files Objection

While government allocation officials reported on nickel, cobalt and tungsten (also critically short), RTMA President Glen McDaniel was preparing to file an industry objection to NPA steel and iron orders, which manufacturers feel will seriously limit radio-TV receiver production.

The RTMA board of directors authorized Mr. McDaniel to submit objections to NPA Administrator Manly Fleischmann when it met with Radio Mfrs. of Canada less than a fortnight ago [BROADCASTING • TELECASTING, April 16]. Basis of the protest is the claim

(Continued on page 57)

FOR THE LATEST
WCKY SUCCESS STORY
➔ *See Centerspread This Issue* ⬅
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER



PULLING A 16-FOOT HARROW with his multi-purpose, diesel oil-burning tractor, William Gisler of Carmarillo, California prepares, in one day, 40 acres of beanland for planting. This would have taken over a week with horse-drawn equipment. On America's farms today, 4 men do the work 14 used to do.

Oil Puts Record 178 Million Horsepower To Work On U. S. Farms

The American farmer's all-out food production drive this year is sparked by the world's greatest power plant—178 million horsepower* in mechanical energy—twice that of 1940.

This enormous energy, powered by oil, is more than that used in all America's factories combined. It is the big reason why the U. S., with far fewer farm workers, now produces 40% more food than ten years ago.

Meeting the farmer's sharply increased needs for fuels and lubricants is just part of the oilman's service to the farmer. Chemical magic, born of constant petroleum research, provides insecticides, weed killers, fertilizers, tires and rust preventives to further boost the yield per acre.

The oil industry's contribution on the food front is typical of its service to the nation.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products in the world at the world's lowest prices.

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to out-distance each other. *The benefits of this competition go to you and the nation.*

**Latest estimates of U. S. Department of Agriculture.*

Oil Industry Information Committee,
AMERICAN PETROLEUM INSTITUTE, 50 West 50th St., New York 20, N. Y.

TANK TRUCK DRIVER brings fuels and lubricants right to the farm. Oilmen have constantly improved the quality of the petroleum products America uses. For example, 2 gallons of gasoline now do the work 3 did in 1925—although gasoline today is priced about the same.

LETTUCE FARMER blasts leaf worms with new insecticides. Today the average farmer raises enough food to feed 15 people—against 9 in 1920. Also, with oil-powered machinery, he no longer has to use a large part of his land to feed work animals.

You can't beat WRC
You can't beat WRC
You can't beat WRC
You can't bea
You can't b
You can't

TIMEBUYERS:

You could write that line over a hundred times and it still wouldn't mean as much as the latest American Research Bureau Survey.

Yes, research proves again that WRC is your best buy, dollar for dollar, program for program and audience for audience.

Radio listening in Washington is up—way up! WRC's share of this greater audience is higher than ever.

. . . So, whether you are interested in batting averages, or home runs, look at the WRC record in ARB's current report. Your decision can only be WRC!

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

NEARLY 90% of the product classifications promoted throughout the Carolinas are manufactured by firms which are consistent radio advertisers.

That was the No. 1 conclusion drawn by the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.) following completion of its Carolina Brands Preference Survey. The study, begun last November and compiled in February was conducted by mail and represented 852 returned questionnaires. It covered 50 counties in North and South Carolina showing relative popularity of about 2,400 brand products in 89 categories.

So significant are the findings, according to the station, that WBT salesmen—both national and local—are making intensive use of the survey to increase schedules and obtain new billings.

Some of radio's most noteworthy gains were reflected in these categories: Toilet soap and soap for dishes; hot roll mixes; rice; soda crackers; salt; general tonic; headache remedy; gasoline.

Take soap, for instance. The top eight brands, headed by Lux, accumulated 90.8% of all mentions. All are consistent radio timebuyers, especially Lux whose 33% reflects the benefits reaped from continual radio programming through the years. (Others were Palmolive, Ivory, Camay, Sweetheart, Dial, Cashmere Bouquet, Lifebuoy.) Other findings:

Tide Success

Soap for dishes—Tide's amazing rise to leadership (it topped the Carolina brands survey with 24.5%) was aided by "immediate and saturating use of radio," the Charlotte station observes. The next six leaders—Ivory, Rinso,

(Continued on page 71)

strictly business

Mr. TOOTHILL

AN UNDERSTANDING of the distribution and merchandising problems of district and division sales managers from when he represented newspapers still paves the way to successful radio sales for John Alexander Toothill, a radio representative for 14 years.

Mr. Toothill is principal owner of the Burn-Smith Co., which headquarters in Chicago. There are also branch offices in New York and Los Angeles. He took over the major controlling interest in 1938, when Burn-Smith was formed to handle the radio business acquired from the Devine-Tenney Corp., newspaper representative. One of the company's first stations, WMFD Wilmington, N. C., is still on its list. Addition of several TV stations is planned.

John Toothill had scheduled a newspaper career for himself during his early schooling in Brooklyn, where he was born, and in Hackensack, where he attended high school. His first newspaper and advertising job was combined in work as a retail display salesman for the Brooklyn *Weekly News*, 20,000 circulation. Sold on selling, he turned his back on reportorial ambitions and concentrated on salesmanship.

He was the first advertising man in the family, and broke Toothill tradition to become one. His father, a white sheet metal worker in Brooklyn, learned the craft from *his* father, an Englishman who designed and molded silver plate and ware.

The wayward salesman took basic training in newspaper representation at Devine-Tenney in New York, and was subsequently transferred to Chicago. When the firm acquired a lineup of seven dailies in Iowa, he was sent to Des Moines to develop additional new business. There he was grounded by personal contact with district and division sales managers in the ways and means of merchandising the advertising campaign to distributors and retailers.

Principles established in these

(Continued on page 65)

IN NORTH CAROLINA
WSJS
DELIVERS

A 15-COUNTY MARKET
With
$3,090* Average Family
Buying Income
* Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal-Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

Tube Output

(Continued from page 54)

that a 20% cutback regulation would discourage steel conservation by radio-TV manufacturers. Instead RTMA proposed that the 80% limitation be applied to steel-iron tonnage rather than on a unit basis.

As a result of the continuing metals scarcity problem, NPA also announced last Tuesday that action on allocation of critical materials is now under study. NPA's controlled materials plan, issued April 13, touches only partly on consumer needs and is designed to evaluate and control military requirements for products utilizing steel, copper and aluminum. Civilian use of these materials, plus nickel and cobalt, already has been substantially curtailed.

Among firms represented at Tuesday's meeting were: Indiana Steel Products Co.; International Resistance Co.; The Muter Co.; Sarke Tarzian Inc.; Sprague Electric Co.; Standard Transformer Corp.; Sylvania Electric Products; Allen B. DuMont Labs; General Electric Co.; Hytron Radio & Electronic Corp.; Philco Corp.; National Union Radio Corp.; RCA Mfg. Co.; Raytheon Mfg. Co.; Admiral Radio Corp.; Crosley Div.-Avco Mfg. Co.; Federal Telephone & Radio Corp.; Hallicrafters Co.; Olympic Radio & Television; Tele-King Corp.; RCA Camden; Wells-Gardner Co.; Western Electric Co.

The shortage of critical materials and civilian cutbacks has been reflected, directly or indirectly, all down the line in industry, with the result that several TV set-makers have cut production from 15 to 50%, according to some dealers. They claim that manufacturers are decreasing output to avoid further price reductions.

Cite Layoffs

Manufacturers claim they have been forced to lay off personnel because of consumer cutbacks (metal shortages and credit restrictions) and the fact that defense orders have flowed at a mere trickle, despite obligation of contracts. RCA Victor Div., RCA, reportedly laid off 1,300 employes in one plant to shift to war production. Philco Corp. let go 2,000 because of "production adjustments." Others were contemplating similar action. Full-time defense production is not expected before fall.

Earlier, recommendations aimed at assuring fulfilment of defense needs and keeping a maximum number of radio, television and other electronic devices operating with a minimum demand upon critical materials were filed with NPA officials.

An Electronics Parts Distributors Industry Advisory Committee urged:

(1) Thorough study of a program for salvaging obsolete radio sets; (2) component parts producers manufacture and offer for sale to recognized distributors at least 150% of the number of units sold for replacement purposes; (3) extension of the base period for certain metal limitation orders to a full year (1950) because of the "phenomenal" increase in civilian production; (4) priority grant for wholesale component distributors; (5) all manufacturers of parts-equipment to make available to customers products in excess of defense-rated orders; (6) simplification of every line used in maintenance and repair of electronics equipment.

TV Expansion

The advisory group pointed out the base period may be "too low because the vast expansion of the television field has made it difficult to establish a realstic base period." Additionally, industry members noted, standard radio, FM radio and related production remained high last year despite metal cutbacks. The group also recommended special consideration of cases involving amateur radio operators, test equipment and problems of the TV set installer.

KRON-FM San Francisco, off the air for past month while new transmitter was installed alongside KRON-TV facilities atop San Bruno Mountain, returned to air April 2.

UNITED PRESS group at NARTB included (l to r): Front row, Mims Thomason, Chicago; Bert Masterson, Chicago; LeRoy Keller, New York; Dan Boiverman, San Francisco; back row, Jerry Rock, Pittsburgh; Al Harrison, Washington; Ed Brant, Minneapolis; Dave Johns, Detroit.

GET FACTS NOW ON THE **WFLN** AUDIENCE PROFILE SURVEY

47% survey families earn $5,000 to $10,000

31% survey families earn more than $10,000

52% in survey families are college graduates

90% of survey house dwellers are home owners.

FACTS PROVE WFLN that in Philadelphia *Pinpoints* **YOUR QUALITY AUDIENCE**

Pinpoint your select market advertising in Philadelphia to the power-packed audience covered by Philadelphia's FIRST station for fine music and news. WFLN audience now estimated at 130,000. Program Guide subscriptions reflect a 66% audience increase since July 1950. Survey respondents report 22.5 hrs. average weekly listening time. Survey audience facts now available on Banking, Insurance, Automotive, Vacation, Travel, Retail Buying, etc.

95.7 MEGACYCLES—FM

20,000 WATTS

WFLN

FOR TIME AND RATES WRITE DEPT. BT

PHILADELPHIA 28

SEND FOR YOUR WFLN AUDIENCE PROFILE STUDY *NOW!*

Complete facts on 46.6% return from 3776 mailed 71-question questionnaire.

Dept. T,
WFLN, Philadelphia 28

☐ Please send me a copy of your audience profile study based on 46.6% return from 3776 mailed 71-question questionnaires.

☐ Please send me your rate card.

NAME ....

TITLE ....

ADDRESS ....

CITY......................... ZONE..... STATE.......

BT

This letter from Marfree Advertising Corp. tells

THE LATEST WCKY STORY

Marfree Advertising Corp.

112 EAST WALTON ST.
CHICAGO 11, ILLINOIS
PHONE: WHITEHALL 4-2651

Mr. Charles Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:

As per your letter of February 6, 1951, regarding D-Con insertion in the Farm & Ranch, I would like to pass the following information on to you.

This 100-line ad was inserted in the Farm and Ranch Magazine, initially on November 19, 1950. The cost was $6.75 per line, or $675.00 for the insertion. Our first order was recived November 19 for this December issue, and we received, from this one insertion, a total of 1093 orders from November 19 thru February 2, at a cost 51c per order.

During this same period, WCKY pulled a total of 8,381 orders, for a total volme sales of $26,143.000 as compared to a volume of sales in the same period for Farm and Ranch of $3279—which in effect indicates that a participation on WCKY is worth 8 100-line ads in Farm and Ranch.

INVEST YOUR AD DOLLAR WCKY'S-LY

Perhaps you would also be interested in knowing that D-Con has used almost every top CBS, NBC and ABC station in the United States plus every 50,000 watt independent. Our campaign has been on over 475 stations at one time or another. It would take the four best mail pulling stations of these to make one WCKY—and it would also be of interest to know that although right now we are on over 275 stations, including such stations as WLW, WBBM, WLS, KMOX, WPTF, WRVA, KOAM, KSL, WCCO, WBT, WOR, WGN, WOW, WOWO, etc., yet WCKY alone continually accounts for almost 15% of our total volume, week in and week out.

I would certainly and honestly confirm your claim that WCKY has more listeners than any of the 22 top radio stations in the United States, but believe you should add the word "combined".

Sincerely yours,

Al

Alvin Eicoff
Vice President

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Radio's Toughest Task

THE TOUGHEST JOB in radio, to stem the tide of all-out rate war, was handed last week to a valiant warrior in the radio cause.

Paul W. (Fritz) Morency, WTIC Hartford, was drafted unanimously by an embattled group of several hundred network affiliated stations to head an Affiliates Committee. Its first effort will be to convince CBS that it should declare a moratorium on its scheduled 10% across-the-board rate cut, now set for July 1. And its next task is to get from other networks the commitment that they won't move until the committee counsels with them on a project yet to be evolved to get back on the rate card and sell radio for all that it's worth.

The committee move developed spontaneously—in the wake of CBS' stunning announcement. The leadership that always seems to be there when the integrity and stability of radio is threatened, worked swiftly.

It was recognized that no network *wants* to cut rates. But the affiliates deplored the fact that circumstances had forced networks into deals on time and talent and entry into spot selling on network optioned time. They questioned whether the CBS rate cut would eliminate such practices and restore stability. Many felt that the CBS cut, if effected, would result in appeasement which eventually could spell a radio Munich.

There were no recriminations, no tirades against this network or that. CBS was paid high tribute as a smart organization with able and effective management. The affiliates of all networks were almost of one mind—that CBS should not have moved so fast and that, despite contractual prerogative to adjust rates without the consent of a majority of its affiliates, it first should have consulted them.

It is fervently to be hoped that CBS will agree to delay. This isn't easy.

The contention is made that the cut is now a *fait accompli.* Affiliates, however, feel that the sheer force of logic of their position will convince not only the networks, but recalcitrant accounts and agencies that the line should be held pending a sane, prudent solution.

The Morency committee may well find that radio has reached the transitory stage and that full-scale revamping of affiliate-network contracts is involved. Certainly it will collide with arguments that radio network operations no longer are profitable. It may be contended that the networks must be sold like magazines at a blanket rate for the "circulation," and with no fixed rate per affiliate.

For 31 years radio has never taken a backward step. The CBS suggestion, as one broadcaster aptly put it, is to take one step backward, stabilize, then try two steps forward.

The advertisers have been attacking at the soft under-belly. They insist they're getting less for their radio dollar because of TV penetration. In some instances they have resorted to "sealed bids" from the networks—a device that would destroy any semblance of rate stability—and eventually would even make advertisers suspicious, lest their competitors get a better "deal."

If radio is a result-getting medium, advertisers will buy it.

The man who pays the bill isn't going to ignore a medium that sells at the lowest cost simply because of spleen or emotion. He may lay off a while to strike a better bargain. But he'll come back when sales droop.

There are two jobs to be done. Fritz Morency recognizes that his committee must act "quickly, vigorously and intelligently." His radio record of a quarter-century gives assurance that he can do it, if it can be done.

The second job belongs to Broadcast Advertising Bureau. It must, with greatest possible dispatch, prove radio's case with believable research and hard, lean and hungry selling.

Inspired people built and sold radio in the 20's. Inspired people—many of them still on the firing line—can sell it again.

Strange Interlude

AT A convention which was otherwise preoccupied with the critical problem of saving radio from economic collapse, the appearance of Sen. LeBlanc was no more appropriate than the intrusion of a Minsky comedian, equipped with rubber bladder and sagging pants, in a cast performing "Hamlet."

In 29 years of radio conventions, we cannot recall another appearance of any radio customer making a direct appeal for acceptance of his product. The question of whether the Senator's Hadacol is a good or bad advertising account is one that individual broadcasters must settle for themselves. Their decisions cannot have been made any easier by the unique presentation to the Senator of a platform for his special pleading

Last week was among the most fateful in radio's history. In arranging an audience for Sen. LeBlanc, the NARTB not only squandered precious time on a sideshow but also entrapped itself in a particularly untimely association. More orthodox advertisers than Sen. LeBlanc must be wondering if radio has been driven to embrace him as a last resort. Else why should he have been singled out for an appearance.

Benton Bumbles On

ONE OF THE enigmas of this age is William B. Benton, U. S. Senator from Connecticut, former embattled Assistant Secretary of State, erstwhile vice president of the liberal U. of Chicago, and a tycoon who got his start selling everything from snake oil to steamships.

With his former partner, Chester Bowles, he made his first million before he was 40, and—again with Mr. Bowles—turned to public service and politics. Benton & Bowles is still a top agency, but under different ownership.

Bill Benton now picks up the cudgels in defense of education by TV. He wants a big investigation of television programming, to ascertain how much time is being devoted to pure, undefiled education.

Actually, Sen. Benton has fallen for the Comr. Frieda B. Hennock campaign to allocate fixed percentages of TV facilities for educational institutions. Miss Hennock is stalling for time. Sen. Benton's proposal for a Congressional investigation would do just that.

The TV freeze has been on since 1948. The urgent need is to get more stations on the air, so that more people may be served as required by the statute. We do not think that such seasoned campaigners as Chairman Ed Johnson of the Senate Interstate Commerce Committee, or Majority Leader Ernest W. McFarland, will be taken in on these hinder and delay tactics.

For better or worse, the Congress created the FCC as an expert body to handle allocations and licensing, because Congress itself did not have the know-how, nor the time. Now, Mr. Benton wants to usurp that authority in the field of TV allocations.

If Congress isn't satisfied with the present Commission it can always abolish it and start another. But this is no time—at the threshold of the thaw of the great freeze—for Congress to intrude. We doubt whether it will.

our respects to:

ALFRED HENRY KIRCHHOFER

SPEEDING to the scene of a big story in their comfortable taxis, Alfred Henry Kirchhofer's journalistic competitors must have been amused by the plodding, disconsolate young reporter they passed on the way. A storm had struck the Niagara River and torn loose a boat in the night. Reporters from all Buffalo papers were rushing to the docks. Young Kirchhofer was picked by his city editor to cover the story. "Here's carfare," the editor told him, forgetting that the carlines ended some miles from the river.

By the time he arrived at the river, his rivals had obtained their stories and departed. He got the information and prepared to head back with his late story. Then a shout went up from the docks: The boat was loose again—with the crew aboard! He got his story and a scoop, giving his paper the only full presentation of the accident.

And today, still in Buffalo, Mr. Kirchhofer is well equipped to give a full presentation of any news event anywhere. He is vice president and director of WBEN Inc., licensee of WBEN-AM-FM-TV (the latter two being the only FM and TV stations in the city). He is also managing editor and director of the *Buffalo Evening News*, under the same ownership as WBEN Inc. and the largest daily in New York outside Manhattan.

Born in Buffalo on May 25, 1892, his interest in all phases of journalism—audible, visual and typographical—stems from his early days in Buffalo's School 31 and Central High when he was fired with the desire to be a reporter. After graduation, he worked by day as a messenger for the old Bank of Buffalo, attending the YMCA Institute at night, preparing himself for a journalistic career.

His big chance came in 1910 when he landed a cub reporter's niche on Buffalo's most aristocratic paper—the old *Buffalo Commercial.* Reason for the *Commercial's* blue blood standing: It sold for two cents while all the others cost a penny. The eighteen-year-old Kirchhofer soon acquired a reputation for night and day production of voluminous copy and in 1911 moved over to the *Buffalo Times* (discontinued in 1939).

In 1913, he took two years off from the Buffalo paper and fulfilled a dream common to all newspapermen—edited and published a paper of his own in Lancaster, N. Y., about six miles from Buffalo. *The Western New York Post* billed itself as "The Finest Paper in America." The weekly got a friendly reception from readers but failed to arouse the in-

(Continued on page 67)

3,163,033 Different People Listen to

WOV at Least once a week!

WOV is your best bet for
Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921—*Italian Language Listeners*
1,190,112—*English Language Listeners**

3,163,033 **DIFFERENT PEOPLE**

at a cost of approximately
11 cents per THOUSAND
PEOPLE reached — naturally
you'll reach most of these people
several times weekly.

***WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS**

WOV's New Animated Sound Film
"3,000,000 People" tells the whole story.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

ENGLISH
WOV
ITALIAN
NEW YORK
Originators of
Audited Audiences
TWO LANGUAGES ONLY
5000 WATTS

National Representative: John E. Pearson Co.

HITCH YOUR PRODUCT TO A
K-NUZ RADIO RANCH STAR

Tommy Cutrer
"K-NUZ Corral," 11:00 am to 1:00 pm

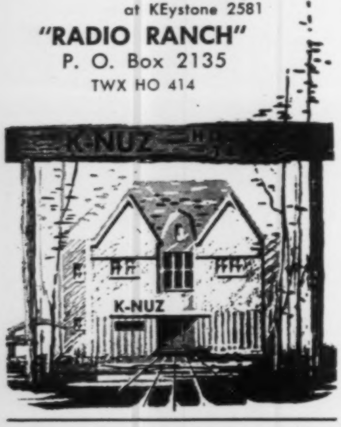
NATIONAL AND REGIONAL COMPANY YOU KEEP ON K-NUZ CORRAL:

Alaga Syrup
Arrow Drugs
B. C. Headache Powder
Blue Ribbon Rice
Dentyne
Griffin Shoe Polish
Ipana
Ivory Snow
Kam Dog Food
Kools
Ladies Home Journal
Life Magazine
Nabisco
O. J. Beauty Lotion
Pepsi-Cola
Pepto-Bismol
Robert Hall Clothes
Shampoo-Curl

Plus a choice list of local advertisers

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135
TWX HO 414



SIGNAL CONTROL

Budget Bureau Studies Executive Order

AN EXECUTIVE order giving the President authority to invoke Sec. 606 (c) of the Federal Communications Act—to authorize "the use or control of any such station" by any government agency he chooses—currently is before the U. S. Bureau of the Budget, it was learned last week.

The order, if approved by the bureau and put into action, would serve notice that the Chief Executive is empowered to invoke authority over stations under his national emergency proclamation of last December.

The directive has been in the White House-Pentagon mill since last month when a Defense Dept. official first acknowledged its existence at FCC's emergency broadcast session in Washington [BROADCASTING • TELECASTING, April 2, March 26].

Existence of the order within the Budget Bureau was disclosed last week by a highly-qualified military authority, who simultaneously scotched reports that the Defense Dept. is seeking excessive control over broadcast stations and other devices capable of serving as navigational aids.

The source also disclosed that the department has completed its comments on proposed amendments to the Communications Act by the Senate Interstate Commerce Committee as part of its consideration of the radiations control bill.

Defense Stand

The Defense Dept., acting for the Air Force and other military branches on proposed legislation now pending on Capitol Hill, actually will go on record favoring less authority than that suggested by Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee, according to the military authority.

During hearings earlier this year [BROADCASTING • TELECASTING, Feb. 26] on the military-backed legislation to control all radiation devices, the committee proposed amending the Communications Act to include devices other than broadcast stations. It asked NARTB, Radio-Television Mfrs. Assn., FCC and others to file comments.

The Defense Dept. authority said last week that military comments, not yet received by the committee, will favor (1) only those devices capable of serving as homing mediums and (2) those instruments which radiate in excess of five miles. Actually, the committee staff has entertained such a plan to be incorporated in the suggested amendment on the basis of recommendations by RTMA.

Thus, the department aetually is in accord with the proposals as an "alternative" to new legislation, the spokesman pointed out. He said the military feels, however, the problem goes far beyond the communications question and should be removed from FCC jurisdiction. Action on the bill (S 537) has been stymied pending the department's reply.

Defense Rally

(Continued from page 26)

tied into control centers. Suggestion was made that stations have auxiliary power supplies.

In a question-answer session it was explained broadcasters desiring to take part in the alert system instead of remaining silent will pay for equipment and items necessary to change frequency. The government pays for alerting lines and tolls. Details of operation for stations in remote areas, FM and TV outlets are not yet complete. A plan of illumination control during an alert is being developed.

One broadcaster asked if it would be illegal to put on a commercial during alerting periods if no commercial material is on the air at the moment, drawing a laugh from panel and audience alike. All stations in the alerting setups will operate non-directional.

The second portion of the Monday morning program dealt with manpower during the the emergency. Thad Holt, WAPI Birmingham, new NARTB District 5 director, presided.

Richard P. Doherty, NARTB employe-employer relations director, said an acute manpower shortage is expected by autumn. The industry, with 42,000 people employed, is losing people to the military and to other industries, he said, but predicted few reserve officers will be called during the rest of the year unless the military situation changes.

Serving on the panel as board observers were Leonard Kapner, WCAE Pittsburgh, District 3 director, and H. W. Linder, KWLM Willmar Minn., District 11, both newly elected. Robert C. Goodwin, executive director, U. S. Manpower Commission, Dept. of Labor, predicted the labor market will get tighter during the change from civilian to defense production though a temporary easing will be noted before intensive military production gets under way.

Unemployment is running about 2,100,000 in a labor force of 63 million, he said, and estimated 7 million will be added to defense employment in the next two years. Effort will be made to keep civilian production as high as possible.

Lee W. Jacobs, KBKR Baker, Ore., speaking for small stations, said some tightening is occurring in the labor supply but it isn't critical. He said stations should make employment attractive and proposed enlargement of the combination job idea.

He referred to the FCC's first steps to ease licensed operator requirements. Mr. Doherty referred to the study being made by a committee headed by William C. Grove; KFBC Cheyenne, Wyo., District 14 director. He said every broadcaster presenting a legitimate case for waiver of the operator requirement has received it from the FCC, with next step likely to be area waivers.

Dwight W. Martin, WLW Cincinnati, said larger stations are losing general types of help to defense industries. He told how WLW is cooperating with colleges by utilizing students on a parttime basis. This aids in developing a pool of people to be called on if the situation becomes acute, he added. Talent is plentiful but WLW is feeling the pinch on engineers, he said.

Summing up, Mr. Doherty urged stations to study their personnel situation and develop integrated work; cultivate the local labor market, including high schools and colleges; use their own stations to advertise for help, and tell other nearby stations of available help in the area.

Fay Presides

Final Monday morning session on mobilization broadcasting was led by William A. Fay, WHAM Rochester, District 2 director. Board participant was H Quenton Cox, KGW Portland, Ore., newly elected from District 17. Mr. Cox said broadcasters should take the initiative in preparing to meet every contingency, with each station having its own mobilization director. Stations should assemble and disseminate public service information, he said, reminding this will help solve the problem of excessive local demands by persons and groups claiming to have public service aspect.

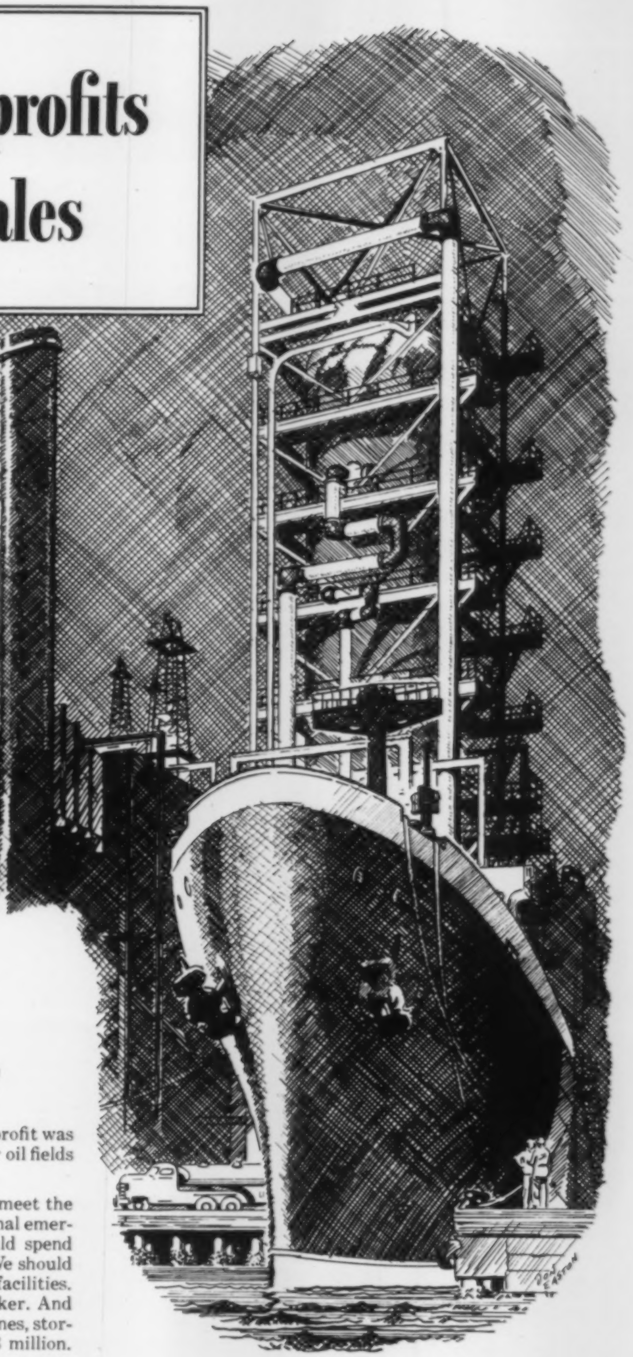
Jesse Butcher, head of motion pictures, television and radio, Federal Civil Defense Administration, said the public must be alerted to the dangers of lethal warfare. Radio is playing a dominant role in this educational campaign, he said, adding: "It's heartening to us the way you are voluntarily helping us. You have offered your facilities freely to local civil defense authorities, cancelling many commercial programs. You are meeting your responsibilities. We salute you for it."

Mr. Butcher said his office is sending out radio and TV material for civil defense programs.

George P. Ludlam, Advertising Council vice president, explained the council is sending a monthly information guide to all stations. He recalled OWI priority procedure during the war and explained how the council is now operating.

Ralph W. Hardy, NARTB government relations director, said recent talks with government officials indicate no super information is contemplated at this time by the government. He said this heightens the obligation of the medium to keep constant check on governmental sources for vital information for the public.

Union Oil 1950 profits 8% of total sales



32% for Raw Materials

1. In 1950 Union Oil Company took in $217¼ million from the sale of its products. $68¾ million went right back out in payment for raw materials.

16% for Wages and Salaries

2. $35½ million went to our 7,826 employees in wages, salaries and benefits. (Salaries of company officers constituted about 1½% of this.)

17% for Supplies; 8% for Transportation

3. $37 million went for supplies, rent, tools, utility bills and other costs of doing business. $17 million went for transportation.

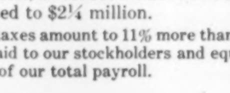
12% for Depletion and Depreciation

4. $27 million went for depletion and depreciation – to find new oil to replace the crude used during the year and to replace worn-out and obsolete equipment.

6% for Taxes; 1% for Interest

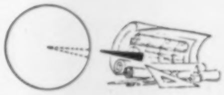
5. Federal, state and municipal taxes took $12½ million.* (This does not include gasoline taxes.) Interest on borrowed money amounted to $2¼ million.

*These taxes amount to 11% more than all dividends paid to our stockholders and equal more than ⅓ of our total payroll.



5¼% for Dividends

6. This left a net profit of $17¼ million (8%). $11½ million of this profit was paid out in dividends to our 38,095 preferred and common stockholders. Payments averaged $292 per common stockholder.



2¾% for Expansion

7. The remaining $5¾ million of profit was set aside to replace and expand our oil fields and facilities in 1951.

But here's the rub: In order to meet the requirements of the present national emergency, we estimate that we should spend $25 million drilling during 1951. We should spend $20 million on new refining facilities. We need $5 million for a new tanker. And we need about $3 million for pipe lines, storage facilities, etc. This totals $53 million.

Our estimated 1951 reserve for depletion and depreciation will amount to $30 million. This, plus our $5¾ million plowed back from 1950 profits, totals only $35¾ million. Therefore, we're going to have to earn and retain about $17¼ million more this year than we did in 1950—assuming there is no increase in dividend requirements. That's why tax policies that don't permit corporations to retain earnings earmarked for needed expansion can have such far-reaching effects on the productivity and economic growth of the nation.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.

Manufacturers of Royal Triton, the amazing purple motor oil.

Media Wages

(Continued from page 46)

two methods of organization, getting voluntary recognition from station management or having a secret election under NLRB auspices. He charged broadcasters, however, with practicing various "delaying actions" in attempting to block union organization.

Spokesmen on both sides concurred in the point that the way in which most wages are determined is "what the traffic will bear." Mr. Lasky said rates should be based on this factor, as well as wattage, frequency, power, affiliation and an equal-work-for-equal-pay formula. Mr. de la Ossa attempted to isolate the worth of the job itself.

Mr. Wimberly, when asked what labor is doing about pending jurisdictional disputes in radio and television, answered that there "weren't many." "Radio is singularly free of this problem, and television only has a slight overlap." He anticipates an increase in jurisdictional disputes, however, with the entry of the CIO into the broadcast field for the first time. (NABET, an independent engineering union, became a CIO affiliate three weeks ago.) Problems can be "ironed out promptly" if only AFL unions are involved, he said. Mr. Reel said television problems had been simplified with establishment of the Television Authority.

NBC Spot Sales Party

NBC's annual Spot Sales party was given by the network Monday evening in the Crystal Ballroom of the Blackstone Hotel in conjunction with NARTB convention activities. James V. McConnell, director of national Spot Sales, was host to more than 100 clients, agency men, station executives and spot sales personnel.

TO BE RADIO'S BIGGEST CUSTOMER

Hadacol's Sen. LeBlanc Tells Broadcasters

THE SIDESHOW of the NARTB convention was provided by Sen. Dudley J. LeBlanc, proprietor of Hadacol.

The Senator arrived Sunday afternoon at the Stevens Hotel, accompanied by a New Orleans jazz band, two tap dancers and some 30 broadcasters—a party that he had flown to Chicago in a special plane.

After a parade through the lobby, to the music of "When the Saints Come Marching In" played by the band, the Hadacol troupe retired to a 25th floor suite where an open house was held. It was during this interval that the Senator announced he had offered General MacArthur a job as executive vice president of Hadacol at a salary of $150,000 a year. At the time this story went to press, the general's reaction was not reported.

Sen. LeBlanc was caught drinking water during his speech at the NARTB. When the photographer shot this picture, the Senator quipped: "Ah brought this glass along so it'd look in the pictures like I was drinking Hadacol."

* * *

After the Monday afternoon opening session of the convention, Eugene Thomas, 1951 convention committee chairman who was presiding, said that the chair had been asked by a committee of broadcasters to recognize James E. Gordon, president and general manager of WNOE New Orleans. Mr. Gordon said he was about to introduce a "gentleman who discovered a magic formula . . . a statesman with a great political future . . . who is now bidding for even greater fame: My friend and your friend, Mr. Hadacol, the Hon. Sen. Dudley J. Le Blanc."

The honorable Senator, an orator of persuasive talent, began by saying that if it had not been for radio, Hadacol would not have attained its present success, and he closed by saying: "Let's you and I get together."

In between he told his life story from birth ("I was bo'n of poor and humble parents") to the events that led to his discovery of Hadacol, a remedy that he developed after he had been cured by Vitamin B-1 injection of a discomforting illness ("Mah big toe hurt so one mawnin' I couldn't get out of the bed").

He also advised broadcasters that they ought to intensify merchandising efforts to supplement the impact of on-the-air commercials.

"You got to go out and promote the item," he said. "You can't get by just spinnin' a wheel."

The Senator told the broadcasters that he was now spending a "quarter of a million dollars a month" on radio and that he intended to spend more.

"I'll give you about six million this year, if you don't tell the newspapers about it," he said. "If I ain't the biggest radio customer in the country, I'm sure going to be."

COLUMBIA NETWORK

THE
BIGGEST
OF ALL
ON BUFFALO'S
DIALS

WGR's 550 channel gives WGR the biggest pattern, the strongest audience coverage in western New York.

With top-rated Columbia and local programs, WGR delivers a big PLUS — a bigger dollar's worth than any other station in upstate New York.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representative, Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

KEFAUVER LAUDS

Cites Radio-TV Role In Arousing Public

THERE IS NO iron curtain thick enough to separate the people of America so long as 107 television and 2,800 radio stations operate in free enterprise, Sen. Estes Kefauver (D-Tenn.), famed senatorial crime investigator, told the 10th annual dinner of Radio Pioneers. The dinner was held Tuesday at the Stevens Hotel, Chicago, during the NARTB convention.

When the people know the full facts through radio and TV, Sen. Kefauver said, "America will truly lead the way" to world peace. Sen. Kefauver is chairman of the special committee investigating crime. The radio-TV pickups of hearings brought the proceedings to the eyes and ears of Americans everywhere.

The Pioneers elected a new slate of officers, with Carl Haverlin, BMI, as president. Jack R. Poppele, WOR New York, was elected first vice president. Other vice presidents: Paul W. Morency, WTIC Hartford; Arthur B. Church, KMBC Kansas City; Raymond Guy, NBC; O. H. Caldwell, *Tele-Tech*. Sydney Kayne, BMI vice president and general counsel, was elected secretary and Herbert Akerberg, CBS, treasurer.

A citation honoring the memory of Guglielmo Marconi, named to the Pioneers' Radio Hall of Fame, was presented to Orrin Dunlap, RCA vice president, who recalled the early days of Mr. Marconi's experiments. Brig. Gen. David Sarnoff, RCA chairman, was unable to accept the citation because of illness.

Coy Speaks

The Pioneers' program included greetings from FCC Chairman Wayne Coy and Chicago Mayor Martin Kennelly. H. V. Kaltenborn, commentator, founder of the Pioneers, was toastmaster with Frank E. Mullen, consultant, presiding at the dinner. William S. Hedges was chairman of arrangements.

In recalling the hearings of his committee, Sen. Kefauver said, "never before had people been given such an intimate sense of participation in the affairs of their government."

ASSOCIATED PRESS executives present at a cocktail party for NARTB convention guests included (l to r): Front row, Al Stine, Kansas City; Oliver Gramling, assistant general manager for radio; Tom Cunningham, Boston; back row, Jerry Swisher, Columbus; Red Mason, Montgomery; Bob Shipley, New Orleans; Wayne Oliver, New York, and Paul Breining, Harrisburg, Pa.

Sen. Kefauver said national interest in the committee hearings began to develop as testimony was broadcast around the circuit, with local stations cancelling commercial programs. These broadcasts showed the "sordidness of some local situations" and interest of the public increased, he said.

Seeing a need for a highly aroused public, Sen. Kefauver said he wrote a series of magazines articles. "I overlooked television as a medium for doing the job," he declared. "Television bridged the critical gap. America saw and heard for herself. Then—America responded.

"For three weeks you took us into the living rooms of 30 million Americans. They were, first, interested; then, startled; next, indignant; and finally—determined to do something about it."

Sen. Kefauver warned Congress it must correct its own procedures. "If more functions of government are subjected to television, we shall enjoy better government," he said.

He suggested "the television industry needs a code" in its coverage of hearings. Conceding radio and TV "had ripped the artificial cloak of respectability" from a notorious gambler, he said it is important the public know the whole story.

Public hearings are the alternative to Star-Chamber procedures, he declared.

He suggested sponsorship of hearings should consist of institutional advertising. "Government proceedings are not a fit subject to aid the sale of a commercial product," he advised. "I urge upon you careful attention in deciding what sponsorship you allow in this type of hearing."

Television presents the most nearly perfect facsimile of an actual event yet developed. This unseen means of discipline cannot help but improve our efficiency. The public to some extent correct improper conduct of hearings. We get calls and telegrams quickly."

Strictly Business

(Continued from page 56)

activities served as a blueprint for his work in radio, which he then considered (and still does) to be newspaper's greatest competitor. He returned to the Chicago office as manager in 1934, and a year later married Kathryn Hartman. They have two children, Harriet, 9, and Jack, 7.

The Toothills live in west suburban Glen Ellyn, where he is a charter member and secretary of the Lutheran Church.

In addition to a list of Chicago agencies, he handles all selling for the company in Detroit, Minneapolis, Cincinnati and St. Louis.

Sales problems he solved years ago as a newspaper representative "are battles still being fought in radio today. We don't represent the most powerful or leading network stations in most of our markets, but we represent stations that can't be beat when it comes to getting low cost results for the money spent," Mr. Toothill claims.

FOR THE LATEST
WCKY SUCCESS STORY

➤ *See Centerspread This Issue* ◄

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

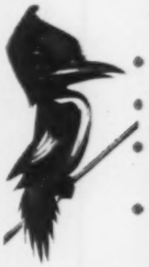
If you want to win
the ear of Box-Top-Betty . . .

Or the ear
of glamour-buyin' Susie Q . . .

For ears both young and old . . .
In a market good as gold

Tell Katz to
put WOOD to work for you!

In Greater Grand Rapids . . . the most ears are WOODpecked



- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

•

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

front office

KENNETH W. CHURCH, general manager WIBC Indianapolis, will become sales manager of WKRC AM-FM-TV Cincinnati July 1 according to **HULBERT TAFT**, vice president of Cincinnati stations. Mr. Church was with WKRC as national sales manager in 1941 and when Mr. Taft joined the Air Corps in 1942 became general manager of station. In 1945 he went to WCKY Cincinnati and later joined WIBC.

Mr. Church

WILLIAM DOUGHERTY, account executive WNAO Raleigh, N. C., to WWDC-AM-FM Washington in same capacity.

SHAUN F. MURPHY, WOL Washington, appointed general manager WATS Sayre, Pa.

THOMAS M. BLOCH elected president Tri-City Broadcasting Co. (WTRF-AM-FM Bellaire, Ohio), succeeding his father, **JESSE A. BLOCH**. Other officers elected were: **A. V. DIX**, vice president; **GORDON C. DIX**, secretary-treasurer; **ROBERT W. FERGUSON**, executive vice president and general manager of WTRF-AM-FM.

HUGH K. TOLLISON appointed vice president and general manager WGIG Brunswick, Ga. **JOHN F. LENZ**, WBBQ Augusta, Ga., named commercial manager WGIG.

HOYT ANDRES, administrative assistant WKY-AM-TV Oklahoma City, appointed assistant station manager. **EUGENE B. DODSON**, promotion manager, will succeed Mr. Andres as administrative assistant.

MORRIS T. LONGO, sales manager WXGI Richmond, Va., appointed station manager. **ED MULLEN**, WINA Charlottesville, Va., to sales staff WXGI.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 JANUARY, 1951

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	22.4	**49.6**	24.0	26.3	0.1
Monday thru Friday 12:00 Noon-6:00 PM	22.9	**65.7**	18.5	15.3	0.5
Sunday thru Friday 6:00 PM - 8:00 PM	36.6	**73.6**	12.5	13.2	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	39.8	**67.0**	9.3	19.8	3.9

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC. *National Representatives*

PAUL R. PORTER, deputy administrator of ECA, and **MARY ANDERSON**, retired director of Children's Bureau of the Dept. of Labor, elected secretary and second vice president respectively of the Cooperative Broadcasting Assn. (WCFM (FM) Washington). Re-elected to board of directors for one-year terms were: **WALLACE J. CAMPBELL**, president; **C. EDWARD BEHRE**, vice president, and **SIMON M. NEWMAN**, treasurer.

CLAY MORGAN, former assistant to president NBC, named director of public relations on executive staff Henri J. Lesieur, general manager of North American & Caribbean Div. Air France. Mr. Morgan was assistant to NBC president for more than 13 years beginning in 1936.

LEE F. O'CONNELL Co., L. A. and S. F., has taken over station representation list of Western Radio Sales of Los Angeles.

BOB THOMAS, assistant commercial manager WGAI Elizabeth City, N. C., appointed commercial manager.

ADAM J. YOUNG Jr. Inc., appointed national representatives for KWFC Hot Springs, Ark., WHAY New Britain, Conn., Rediffusion Ltd., Hong Kong, China, Singapore, F. M. S., KUALA Lumpur, Malaya, Bermuda Broadcasting Co., Hamilton, Bermuda, and Broadcast Relay Service Ltd., Balletta, Malta G. C.

HIL F. BEST, Detroit, appointed national representative for KSCB Liberal, Kan.

EINAR O. PETERSEN Jr., space sales *New York Daily Mirror*, to WOR-TV New York as account executive. Earlier, Mr. Petersen was with Young & Rubicam and Kelly Nason Inc., both N. Y.

NATIONAL TIMES SALES, N. Y., appointed national representative for WPCF Panama City, Fla.

JOHN PAUL JONES Jr., Admasters Advertising Inc., Washington, to KGO San Francisco in sales department.

CARL BAKER, LBS, to sales staff WCFL Chicago. He also worked at WISH Indianapolis.

JOHN SHELTON, **EDWARD F. McHALE** and **J. STEADMAN MILLER** appointed account executives WTVJ(TV) Miami. Mr. Miller and Mr. McHale will handle Ft. Lauderdale accounts and Mr. Shelton will service Miami.

HOWARD DROZDA, new to radio, to sales staff KXOK St. Louis.

MALCOLM KENNEDY announces opening of The Kennedy Co., station representative, with offices located in the Packard Bldg., Phila. Company will represent Pennsylvania, New Jersey, Maryland and Delaware stations as well as Philadelphia area. He was with WIP and WDAS Philadelphia in sales capacity.

E. D. JOHNSTON and **MORTON R. GALANE** join Washington radio law firm of Roberts & McInnis, following resignation of **THAD H. BROWN Jr.** to become general counsel of TV branch of NARTB [BROADCASTING • TELECASTING, March 5] Mr. Johnston, who has specialized in practice before FCC, formerly was with Kirkland, Fleming, Green, Martin & Ellis and Dow, Lohnes & Albertson. Mr. Galane has been member of examining corps of U. S. Patent Office, specializing in electronic and TV arts.

GEORGE F. FIRESTONE. sales office NBC Chicago, to WOR New York in sales department as account executive.

LEE CAVANAGH, staff announcer KMOX St. Louis, appointed to local sales department of station.

G. EMERSON MARKHAM, former manager of WGY Schenectady and later head of NAB television activities, now proprietor of Hibiscus Room at Eola Plaza Hotel, Orlando, Fla.

Personals . . .

ROGER CLIPP, general manager WFIL-TV Philadelphia, awarded citation by Philadelphia City Business Club in recognition of station's coverage of Kefauver committee hearings. . . . **BRIG. GEN. DAVID SARNOFF**, chairman of board RCA, received annual award of Men's Club of Keneseth Israel, in Philadelphia, as year's outstanding citizen of Jewish faith. Gen. Sarnoff was cited for his chairmanship of 1951 Red Cross fund drive and "his many efforts in behalf of humanity."

J. LEONARD REINSCH, managing director Cox radio and television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed annual convention of Fourth District Advertising Federation of America April 13 in Orlando, Fla. His subject was "Television—America's New Horizon." . . .

Respects

(Continued from page 60)

terest of advertisers.

Before giving up his paper, however, Mr. Kirchhofer managed to make a big change in its masthead. Beneath his name as editor and vice president there appeared the name of Miss Emma M. Schugardt, secretary. Before they left the paper, on Jan. 27, 1914, to be exact, the secretary had become Mrs. Alfred Kirchhofer.

Returning to Buffalo, he worked a while for the *Buffalo Courier* as telegraph editor where, one of his co-workers recalls, "He didn't fool like the rest of us did." It was with the *Courier* that he scored his notable double-accident scoop.

Joining the *Buffalo Evening News* in 1915, Mr. Kirchhofer's first job at the paper he now edits was church reporter. He later graduated to city and county hall coverage, and was chosen for publicity duties in the important war bond drives of World War I. In regard to his work for the fund raising campaigns, the local Liberty Loan publicity chief said, "No one had a better understanding of the public mind than Alfred Kirchhofer."

An insatiable desire to learn was another characteristic his early newspaper associates recall. They cast quizzical glances at his eagerness to cover Advertising Club luncheons. But he gives credit to these luncheon lectures for teaching him advertising fundamentals. He also surprised his fellow word-merchants by often volunteering to give up his evenings after a 12 hour working day to review a legitimate play or new vaudeville act. This grounding in the entertainment field has proved of value in his radio-TV work.

When the *News'* Albany correspondent was appointed secretary to a mayor-elect, Mr. Kirchhofer was picked to take his place in January 1916. His outstanding coverage from the state capital, together with his successful work as publicity director for Buffalo U.'s $5 million endowment fund campaign in 1920, made him a natural choice for Washington correspondent when the *News* opened an office there in 1921.

FOLLOW THE LEADERS

CPP

SELL THE LONG BEACH—
LOS ANGELES MARKET WITH

KGER
5000 WATTS

LEADING INDEPENDENT
IN SO. CALIFORNIA
FOR 25 YEARS

For Availabilities, Contact:
GALEN O. GILBERT
KGER, LONG BEACH

The Station of the American Home

A familiar figure at President Harding's press conferences, Mr. Kirchhofer's associations with Calvin Coolidge and Herbert Hoover led to his selection as associate publicity chief for the Hoover campaign and publicity director for the Landon campaign in 1936. A member of Washington's Gridiron Club, he was a leader in bringing about construction of the $10 million National Press Bldg. He was president of the National Press Club in 1927. And in that year, he also became managing editor of the *Buffalo Evening News*.

The new managing editor was interested in radio from the beginning and soon had a regular series of newscasts on the air. In his paper he printed radio program logs and radio news of interest to listeners. One feature of his newscasts was that they were prepared by men specially assigned to do a radio job—not by newspaper reporters in their spare time.

WBEN went on the air Sept. 8, 1930, affiliating with the NBC Red Network on Nov. 15 that year.

Since the press associations prohibited use of their news for broadcasting in the early 30s, Mr. Kirchhofer organized a bureau which gathered the news for radio listeners. With Edward H. Butler, editor and publisher of the *News* and president of WBEN, he believed that radio news would not hurt newspapers and that, in any case, the public was entitled to the best, most rapid news service available.

WBEN Expansion

His faith in all phases of broadcasting persists. WBEN-FM is now constructing a new 100 kw transmitter with a 1,000 foot tower near East Aurora, 15 miles from Buffalo. And when WBEN-TV ventured into a market where several other applicants had withdrawn at the last minute, it found itself the only TV station in Buffalo and was rewarded by a continually growing demand for receivers, now totalling approximately 200,000.

A basic NBC-TV outlet, WBEN-TV takes what it calls "the cream of the four networks." Mr. Kirchhofer's views on television were summarized in a critique of the new medium in the *News*:

> Television has made great strides, but it still has much to learn. Some of the conditions . . . are a result of overly-rapid development. The time is coming when the industry must do something about shows that hurt TV more than help it.
>
> If broadcasters don't get rid of the burlesque-theatre antics of some comedy and other TV shows, the people of the nation who do not frequent the New York night-club circuit will do so in ways they won't like.

Mr. Kirchhofer feels WBEN's standing with the Buffalo public in all three media—AM, FM and TV—is due to the splendid teamwork of the station management and organization.

MILWAUKEE BROADCASTERS at the convention included, seated (l to r), Charles Lanphier, WFOX Milwaukee, and Hugh Boice Jr., WEMP Milwaukee, plus Charles LaForce, Broadcasters Inc., Milwaukee.

He has always fought for self-policing of all media. His views on radio-TV censorship coincide with those on newspaper censorship given in a fighting speech before the American Society of Newspaper Editors when he was president in 1938.

"The black plague of newspaper censorship," he said, "is spreading to the American continent. . . . It is the duty of this country's free press to defend and interpret free institutions. Self government is on trial—an independent press can hold it. History shows that even the best of the politicians, job seekers and office-holding bureaucracy tend to become self-serving. It is our duty to warn against such self-aggrandizements. To do this requires a high degree of competence, intelligence and experience in our editors and reporters."

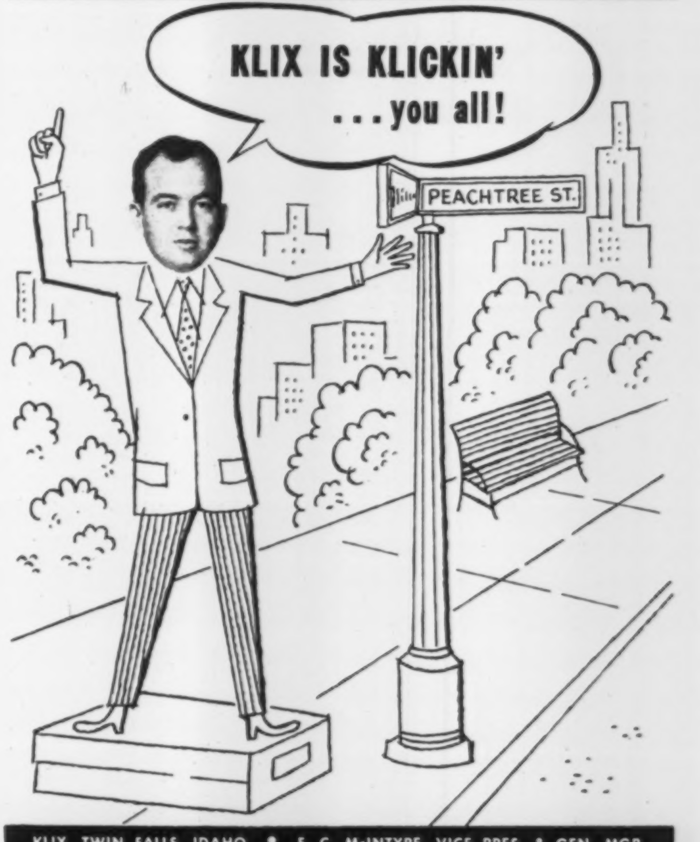
Mr. Kirchhofer has worked for many years to help journalism students succeed in their field. He believes there must be an easier way for beginners than the hard one he and so many others of his generation have taken to get to the top.

He was a member of the first accrediting committee when the journalism accreditation program was started. In 1950 he was elected president of the American Council on Education for Journalism which conducts the accreditation. And as managing editor of the *News*, he long ago instituted and maintained an organized program of education for beginners in editorial work and staff members.

Club Memberships

He is a member of Sigma Delta Chi, national journalism fraternity. He is on the Advisory Board of the American Press Institute of Columbia U. He belongs to the Buffalo Club and Buffalo Country Club. As a longtime member and secretary of the Board of Visitors for Roswell Park Memorial Institute and as a director of the Millard Fillmore Hospital, he has worked to focus public attention on progress in medical research.

Mr. Kirchhofer and his wife have one son, Robert Alfred Kirchhofer. They make their home in Buffalo.



KLIX IS KLICKIN'
. . . you all!
PEACHTREE ST.

KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE

Business is great, thank you, at . . .

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine inner-spring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

WOW

Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
or
ANY JOHN BLAIR OFFICE

FOR the first time in the history of the Long Beach Advertising and Sales Club, Long Beach, Calif., a radio man has been elected president. Exchanging congratulations are (l to r) C. C. Harrod, retiring president and the city's largest local radio advertiser; Dick Walsh, account executive and sportscaster, KGER Long Beach, who was elected president, and Perry Griffith, publicity man, who was runner-up in the election.

DEFENSE LIST

Radio-TV Omission Scored

OMISSION of radio-television broadcasting from a revised list of "essential activities," published by the Dept. of Commerce a fortnight ago, will draw strong protest from the industry, NARTB members have been informed through their newsletter service.

Richard Doherty, director, NARTB employe-employer relations, has indicated that he will request a special hearing before the Commerce Dept. for the purpose of seeking to restore broadcasting to the essential list.

The revised classifications lists communications equipment production and services but omits the broadcasting, motion picture and newspaper industries which originally had been included in that category [BROADCASTING • TELECASTING, Aug. 7, 1950; April 16]. Facsimile and AM-FM-TV segments were spelled out.

Mr. Doherty, who told NARTB members at the Chicago convention that an acute manpower shortage is expected this fall (see story page 26), is expected to present evidence tending to disprove the Commerce Dept.'s position that radio-TV are not at present "inadequate to meet defense and minimum civilian requirements," and to point out that a manpower shortage is strongly indicated, if not actually current now.

At present, broadcasting personnel may apply for occupational deferment by showing his local draft board, which will be guided by the new listing, that his work is "essential" to the national or local interest.

Maj. Gen. Lewis B. Hershey, selective service director, has informed local boards that the new list is a general guide and that "there may be occupations in your area which are most necessary, and warrant deferments not on the list."

AD TAX LEVY

Congress Cold Towards 20-25% Excise

PROPOSAL to levy a 20-25% excise tax on advertising expenditures is getting scant attention on Capitol Hill.

Some Congressmen on the House Ways & Means Committee, the tax-writing unit in the lower chamber, were not even familiar with the recommendation of the staff of the Joint Congressional Committee on the Economic Report [BROADCASTING • TELECASTING, April 9].

However, Rep. Daniel A. Reed (R-N. Y.), ranking minority member on the committee, was rankled. He said it was his position that the government did not need more than $6 billion in additional taxes. And, he reflected that administration proposals for new taxes—such as levys on "household utensils"—were merely attempts to gain revenue to finance its "socialistic and New Deal programs." He said that in order to finance its programs, the administration would "tax anything."

Echoing his sentiment was another minority member of the committee, Rep. Noah M. Mason (R-Ill.), who said flatly that he was against all proposals to increase present taxes or enact new taxes. He said, "I will vote that way in committee."

The Ways & Means group is mired in current consideration of President Truman's request for $10 billion. A fortnight ago the President scaled down his long-range program for an additional $6.5 billion, but is standing pat on his original demand for $10 billion.

Over in the Senate opinion was more expressive. Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the joint committee, said any such idea as the advertising tax would be subject to careful scrutiny by "the appropriate committee." This viewpoint was shared by Rep. Jere Cooper (D-Tenn.), second ranking majority member of the House tax group.

Promotes Production

Sen. O'Mahoney was quoted as saying: "Advertising is an instrument for promoting production and this is a time when we need production. I can see that such a tax would involve great danger."

Sen. William Benton (D-Conn.), former advertising executive (Benton & Bowles, New York), thought the idea "very unsound." In his appraisal, the tax would require producers to shift from "taxed advertising to samples and demonstrations." Sen. Benton is a member of the joint committee.

Sen. John W. Bricker (R-Ohio) was quoted: "If we were to start taxing advertising, the first thing you know someone would be proposing that we tax news items."

Another Ohioan and member of the joint House-Senate committee that released the report, Sen. Robert A. Taft (R-Ohio), entered a dissent in the report, itself. It was contained in that section presenting the staff conclusions, one of which was the advertising tax.

Sen. Taft said that he did not approve of many of the conclusions reached by the committee staff. Sen. O'Mahoney had said the committee members were in no way "committed" to the staff's views.

There was a report that Sen. O'Mahoney would possibly tighten the committee's procedure on the release of the staff's economic views. The staff had also recommended that a federal excise tax be placed on meat, which was called a "luxury food," in order to decrease consumption and to gain revenue.

SUMMER DRIVE

KSL Announces Plans

AN intensive sales and audience promotion campaign, based on retail business and a large tourist trade in "Intermountain America," is being initiated by KSL Salt Lake City, latest station to announce its summer plans.

The station points out that the tourist trade in Utah is "the fifth largest industry in the state," contributing $73 million last year. Additionally, retail sales for June-August 1950 totaled about 29% of the year's total sales for the region.

KSL claims that last summer it registered 41% more listeners than the second station during the daytime hours—38% more at night. It will launch its summer drive with heavy promotion in new programming, spot advertising, movie trailers, billboards, mailing pieces and other displays. The drive will be directed at thousands of home listeners as well as visitors and tourists in the area.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y. 19
HENRY GREENFIELD, Mg. Director

UNITED TELEVISION PROGRAMS, Chicago, opens new offices at 360 N. Michigan Ave., on May 1. Space was shared previously with Standard Radio Transcription Service in same building. **MILTON M. BLINK**, Standard vice president, will divide time between the two activities. United also has leased office space in Beverly Hills, Calif. at 220 N. Canyon Dr. Salesmen there are **JERRY KING** and **DICK DORSO.**

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, appoints Schepp-Reiner Co., N. Y. as New York State and Eastern representative. Schepp-Reiner will service agencies, sponsors and stations for all CTP services and packages.

JAMES PAGE PAGLIARO announces opening of Mannon Sound Stages Inc., with studios located at 112 West 89th St., N. Y. Firm will produce film for TV, theatre and non-theatre groups.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WJER Dover, Ohio; WDNE Elkins, W. Va., and WAJR Morgantown, W. Va.

On All Accounts

(Continued from page 10)

ticeably for the last year, she says, but "I have never seen such a period of activity in radio and television use as in the last six months." She says old accounts are increasing their use and new accounts never before in the field are now buying the media.

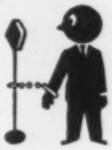
Despite the great fascination advertising holds for her, her outside interests do not suffer.

She is greatly interested in music and plays the piano herself. She is a regular attendant at concerts and the theatre; she likes to travel and manages to take at least one trip, short or long, each year. She also likes to, and finds time to, sew, knit, cook and read extensively.

Since last July, when she married Frank G. Austin Jr. and took on the duties of housewife, her home life holds top interest over her professional life. And she finds her husband's work almost as fascinating as her own: He is a Justice Dept. classification and parole officer at the federal government's prison on Alcatraz Island in San Francisco Bay.

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

allied arts



CHARLES MICHELSON Inc., N. Y., announces new transcribed series *Horatio Alger's Stories.* Series written and directed by **Ruth and Gilbert Braun.** Interview at end of each story with outstanding personality will be featured.

VINCENT L. HERMAN, appointed vice president in charge of TV operations Jam Handy Organization, Detroit. Mr. Herman's executive staff will include **WILLIAM USKALI**, production executive, and **FRANK SEAVER**, account executive. **VICTOR RADCLIFFE**, Detroit sales and contract staff, transferred to N. Y. office of firm.

WINCHESTER RECORDS Div., SOUND-CHICAGO, Chicago, releases recording of **Cliffton Fadiman**, noted radio personality, reading Declaration of Independence. Recordings are available to radio stations.

Equipment . . .

Mr. Haemer

ALFRED C. HAEMER Jr., member of National Research and Development Board, will head General Precision Lab's field engineering department. Department which Mr. Haemer will supervise includes both mechanical and electronic engineers who install GPL equipment and maintain its technical servicing.

JOSEPH H. GILLIES named vice president of operations newly created government and industrial division of Philco Corp., Phila. He will continue as vice president of operations of company's television and radio division. **WILLIAM P. PELTZ**, member of Philco executive staff in charge of tube production, appointed manager of operations of new division. **ROBERT F. HERR**, vice president Philco, named to president's staff to direct all government and industrial sales and contract negotiations. **JAMES D. McLEAN** appointed general sales manager of government and industrial division.

HARRY L. NIEDERAUER, assistant advertising manager Lamp Div. Westinghouse Electric, Phila., appointed advertising and sales promotion manager for division. He succeeds **HERBERT E. PLISHKER**, now manager of division.

MAURICE A. OWENS, sales promotion and advertising department Westinghouse Electric Corp.'s electric appliance division, named sales promotion manager for consumer products branch offices in Philadelphia and Wilmington.

CANNON ELECTRIC Co., L. A., has opened new plant in East Haven district of New Haven, Conn. **E. C. QUACKENBUSH**, electrical engineer, will head engineering department of newly created Eastern Div.

JOHN J. FARRELL, engineer in charge of commercial products in Electronic Div., General Electric, Syracuse, appointed assistant manager of engineering for division. **L. H. JUNKEN**, designing engineer Commercial Equipment Div., named engineer of engineering services for division.

Mr. Farrell

Mr. Junken

LOUIS C. KUNZ, section engineer on cathode ray tubes General Electric, Schenectady, named product manager for cathode ray tubes.

GENERAL RADIO Co., Cambridge, Mass., announces new type 1612-AL R-F capacitance meter that measures capacitances from few hundredths of micromicrofarad to 100 micromicrofarads. Instrument has self contained one megacycle oscillator and resonance indicator.

ALLEN B. DuMONT Labs, Clifton, N. J., opens newly-created government department for liaison with government officials. **LEONARD F. CRAMER**, vice president, will act as director of new department. **T. G. ROGERS** will be Mr. Cramer's assistant. Other appointments included: **ERNEST A. MARX**, receiver sales division general manager, to government contract department; **H. B. GRAHAM** to government negotiations and bid department; **Z. SOUCEK** to Washington; **B. V. K. FRENCH** to Dayton; **EDGAR H. FELIX** and **WILL C. LUPFER** named as government contract administrators with headquarters in East Paterson, N. J.

WEBSTER ELECTRIC Co., Racine, Wis., announces new replacement cartridge model AX for two-needle, three-speed record changers and players. Cartridge is expected to be available around June 15.

RADCLIFFE L. ROMEYN, vice president Philco International Corp., will address Export Advertising Assn. luncheon in New York, April 25. His subject will be "Television in Latin America."

Technical . . .

GENE LYONS, transmitter operator WKY Oklahoma City, appointed assistant chief engineer for WKY. **ROBERT HAYWARD**, engineer, named assistant chief engineer for WKY-TV.

KEN BROOKS, graduate Northwest Broadcasting School, Portland, Ore., to KWEI Weiser, Ida., as announcer-operator. **FRANK TYRER** graduate of Northwest, to KAPA Raymond, Wash., as announcer-operator. **ROBERT McQUEEN**, graduate of Northwest, to KVAS Astoria, Ore., as announcer-operator.

EDDIE CANTOR, "COLGATE COMEDY HOUR," NBC

—without hiding the actor
RCA's "STARMAKER"

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is nondirectional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Dept. PD-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA VICTOR Limited, Montreal.)

RCA RADIO CORPORATION of AMERICA

1st in

POPULATION

4.051.740*

RETAIL SALES

$2.294.535.000**

NET INCOME

$3,487,827,000**

FARM INCOME

$809.026,000**

MANUFACTURING SALES

$4,497,300,000***

. . . among the 12 states in the rich, growing Southeastern Market

*1950 U. S. Census
**1949 Sales Management
***1949 Manufacturers Record

NORTH CAROLINA

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH

APRIL 1 marked completion of 15 years of continuous news broadcasting by Elmer Curtis over the same station (WIBW Topeka, Kan.) at the same time (noon) for the same sponsor (Lee Foods, Kansas City, Mo.). Both WIBW and Lee Foods honored Mr. Curtis with a half-hour program entitled *His First Nine Million.* The program described highlights during his years of delivering an estimated nine million spoken words on his regular newscast, *Lee Noon News,* six days weekly. Working out last minute details are (l to r) E. V. McGrath, general sales manager, Dealer Div., Lee Foods; Arthur Holbrook and Hilton Hodges of WIBW, Mr. Curtis, William Brewer, radio and TV director of R. J. Potts-Calkins & Holden Adv. agency, Kansas City, Mo., and Ben Ludy, WIBW general manager.

RADIO LOOK

Un-American Group Queries Writer

AN ATTEMPT to obtain information on possible Communist infiltration of the radio industry, particularly in the writing field, proved abortive last Tuesday as the House Un-American Activities Committee resumed hearings on Capitol Hill.

The committee, which is conducting a probe of subversive influences in Hollywood and other entertainment capitals, heard testimony from Sam Moore, a former president of the Radio Writers Guild.

At the conclusion of hearings, which were recessed to today (Monday), the committee charged nine Hollywood witnesses with "deliberately avoiding the service" of committee subpenas, and served notice it may ask the House to issue warrants for their arrest.

Mr. Moore, who now resides in New York, refused to tell committee members, headed by Rep. John S. Wood (D-Ga.), whether he had been a Communist in 1945 or is at present, and also declined to answer other questions on grounds of possible self-incrimination.

Among the queries he refused to answer was whether he had attempted to obtain FCC approval for construction of a radio station for the Hollywood Community Radio Group in 1946. Mr. Moore based his refusal on the premise that this organization had been cited as subversive.

The organization applied for separate AM and FM grants in 1946 for the Los Angeles area. FCC dismissed the AM petition "without prejudice" on Dec. 10, 1948. The group at that time also filed a petition to dismiss its request for FM facilities. The grants had been strongly opposed by the Executive Committee of California Dept. of the American Legion on the Communist issue.

Most of the questioning last Tuesday revolved around the wartime Hollywood Writers' Mobilization group, which was sponsored by the Screen Directors Guild. Mr. Moore also declined to discuss whether RWG contributed to that organization, or expressed interest in disseminating atomic data to the public. Screen Writer Richard Collins had testified earlier that Communists had attempted to use the mobilization group to spread "fear information" through radio programs.

Mr. Moore did tell the committee that he started writing for radio 20 years ago and in 1934 moved to Hollywood where he worked most of the time until last summer. Prior to 1947, he wrote the network program, *The Great Gildersleeve.*

The witness said he had served as RWG national president for 1945-46. He was named West Coast regional vice president for one year in November 1948. In the mid-'40's Mr. Moore also was active on both the eastern and western regional councils, and later was elected chairman of the Council of Radio Arts and Crafts. He said he returned to New York from the West Coast briefly in 1947 and again in 1949, helping to write the play, "Texas L'l Darling."

Among the nine listed by the committee as unreachable was Georgia Backus Alexander, Van Nuys, Calif., described as a radio writer. Chairman Wood said his committee would take up the question of warrants at a closed meeting.

Among future witnesses slated to appear before the House group is Abe Burrows, radio-TV personality.

LIBERTY SIGNS

General Mills Series

GENERAL MILLS will sponsor a five-minute, post-game sports resume on Liberty network during the baseball season, Liberty chairman, Barton McLendon, announced Wednesday at Chicago during the NARTB convention. About 170 stations are connected for National and American League *Liberty Game of the Day,* covering all sections but the northeast.

General Mills roundups will follow live play-by-play pickups by Gordon McLendon, Liberty president. Falstaff Brewing Co. sponsors play-by-play in 20 states, with local sponsorship elsewhere. Chairman McLendon said Liberty is now the second largest network and is heading toward first place in number of stations.

"Liberty has not cut rates and has no intention of doing so," he said. "Our growth is fantastic. Liberty seems to meet a responsive chord among independent radio operators. Our plan of operation, they feel, enables them to make more money than was possible under any other affiliation."

He announced Jim Ameche and Danny O'Neill will start a live breakfast show, 9:30-10 a.m. across the board. Three new affiliates were announced—WCHI Chicago Heights; WLDY Ladysmith, Wis.; WBIS Bristol, Conn.

HOOPER BRANCH

Firm Closes L. A. Office

C. E. HOOPER Inc. is closing its Los Angeles branch office and substituting West Coast coverage from New York headquarters. C. E. Hooper, research firm president, announced the move last week, following his return from a Pacific Coast trip.

Mr. Hooper also announced that Los Angeles TV reports now will be issued monthly covering one month each, not a two-month moving average as heretofore. He reported dollar volume of Hooper audience reports to Coast stations at an all-time high and "excellent" reception to new Hooper brand ratings.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

Feature of Week

(Continued from page 56)

Duz, Dreft, Super Suds, Lux—also are heavy and frequent radio users. Together they accounted for 83.1%.

Hot roll mix—Two leaders, both radio advertisers, have a total of 81.9% of mentions. Duff's position as a close second to Pillsbury (38% compared to 43.9%) indicates power of local spot radio, since the firm places two programs on WBT featuring the station's popular personality, Grady Cole.

Rice—Comet brand walked off with brand preference, notching 72.5% of total. Firm has advertised on radio in the Carolinas consistently for over 10 years.

Soda crackers—Three leaders have 87.5% of mentions, using 15-minute programs in the Carolinas. National Biscuit Co. is buttressed by CBS' Arthur Godfrey, while Streitmann and Southern biscuit companies utilize local personalities on WBT.

Morton Leader

Salt—Though far and away the leader in Carolina brand preferences with 93.7%, Morton continues with intensive radio advertising.

General Tonic—Hadacol captured 59.1% of all mentions. Radio spots and programs have, of course, played a primary role in its advertising.

Headache remedy—Regular radio advertising is used by the five top runners, Bayer Aspirin, B-C, Anacin, Stanback and St. Joseph's, which garnered 83.4%.

Gasoline—Esso, which has sponsored the *Esso Reporter* in the Carolinas for 15 years and elsewhere for varying periods of time, commands the top bracket with 42.6%.

Products in the survey were broken down into home appliances, automotive products, food, soap and cleaning products, medical supplies, cosmetics and toilet articles, tobacco, beer and soft drinks and miscellaneous categories, and then sub-divided by products. Copies of the survey will be furnished readers on request, WBT reported.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

air-casters

JACK MEYERS, program operations manager, ABC Western Division, appointed production manager, succeeding **JAMES VANDIVEER**, who resigned to join John I. Edwards & Assoc. [BROADCASTING • TELECASTING, April 16]. **DOROTHY ROE**, spot sales supervisor KECA Hollywood, replaces Mr. Meyers.

JOHN FITZPATRICK, studio manager WENR-TV Chicago, named director. **LYLE J. WHITE** appointed studio manager replacing Mr. Fitzpatrick.

RAY SCALES, promotion department WKY-AM-TV Oklahoma City, appointed public relations manager. **ROBERT OLSON**, TV program supervisor, named program manager. **ROBERT SWYSGOOD**, WKY-TV director, appointed assistant program manager. **ROBERT DOTY**, WKY-TV director, named production supervisor.

DON STOTTER, floor operations staff WHIO-TV Dayton, named producer-director.

EDWARD W. WOOD Jr., general sales manager Housewives Protective League, CBS, named general manager of organization.

ROBERT ENGLE, disc jockey KVOE Santa Ana, Calif., to KGER Long Beach, replacing **ROGER CARROLL**, who joins ABC Hollywood as announcer.

DIRK COURTENAY released from active duty as Air Force officer handling radio and TV programs in New York. He has returned to Chicago, where he will handle radio-TV announcing and acting.

ELINORE DOLNICK, ABC Los Angeles, to KCBS San Francisco in script department.

CREATION of new film department within WCBS-TV New York program department to handle feature picture programming has been announced by **RICHARD DOAN**, program director. **DAVID SAVAGE**, assisted by **SIDNEY CHATTEN**, **CHARLES HINDS** and **ADELE SABIN**, will head new department, responsible for procuring and editing of all films.

SY LEVY, music director, disc jockey and staff announcer WREB Holyoke, Mass., called to active duty with Air Force. **FRAN SHEA** named to announcing staff of station.

ALBERT W. HELLENTHAL, coordinator American Telecasting Corp., L. A. named show manager KTSL (TV) Los Angeles. Other staff additions include three new floor managers: **HERB BROWAR**, KLAC-TV Los Angeles; **HAL BARKER**, CBS Hollywood; **ALLEN BUCKHANTZ**, 20th-Century-Fox.

KEN THOMAS, staff announcer KJCK Junction City, Kan., to Kansas State College as graduate assistant instructor in Dept. of Speech. **JAMES WYMORE**, student at Kansas State College, to KJCK as staff announcer.

TOM GLEBA, program director WLWC (TV) Columbus, to staff of WBNS-AM-TV same city.

CAROLINE STUCKEY appointed traffic manager WGIG Brunswick, Ga.

BILL BURNS, WMAL-TV Washington, and **JOHN ENGEL**, WIOD Miami, Fla., appointed to announcing staff WQAM-AM-FM Miami.

KAY MARTIN, news editor and reporter WTMA Charleston, S. C., appointed director of newly-created promotion and merchandising department.

BOB WEST, staff announcer and continuity director WWGP Sanford, N. C., to WGAI Elizabeth City, N. C., in same capacity.

HERBERT R. LAFFERTY Jr. appointed program director WQUA Moline, Ill. He was with WTOL Toledo.

BILL BRITTAIN, WATL Atlanta, Ga., to announcing staff WSB-TV Atlanta.

DALE BETHKE, Chamber of Commerce, Tulsa, appointed publicity director KRMG Tulsa, replacing **MARGARET TEAGUE**, resigned.

OMAR WILLIAMS, sports director WBOW Terre Haute, Ind., to WLWD (TV) Dayton as announcer.

GABOR RONA. Gene Lester, L. A. (photography firm), to CBS Hollywood, as darkroom man and photographer, replacing **J. WINSTON PENNOCK**, appointed photographer.

GORDON ALDERMAN, program director WAGE Syracuse, presented honorary associated membership in Sigma Tau Rho, Syracuse speech-arts, for excellence in field of speech, theatre, radio and TV.

STUART NOVINS, director of public affairs Columbia Pacific Network, CBS, named director of division of discussion for CBS, effective May 1. Mr. Novins' new position was held in 1949 by **LYMAN BRYSON**, CBS educational consultant.

RODGER GUSTAFSON, sales staff WXRA Kenmore, N. Y., to WKBW Buffalo as disc jockey.

RANDY LARSON, WBNS-TV Columbus, Ohio, to KRON-TV San Francisco as TV director.

CLARENCE CASSELL, announcer KCBS San Francisco, to CBS Hollywood as Pacific Network announcer. **RICHARD BLANCHARD**, KLAS Las Vegas, replaces Mr. Cassell at KCBS.

GEORGE RUGGE, disc jockey KYA San Francisco, appointed program director. **DAVID GILMORE**, disc jockey, Seattle, replaces Mr. Rugge on early morning record program over KYA.

BOB COURTLEIGH, WPTZ Philadelphia, named commentator on *Miss Susan* network show originating there.

DON HINKLEY, KECC Pittsburg, Calif., to KCBS San Francisco as writer on *Bill Weaver Show*.

News . . .

GORDON SHAW, news staff WQAM-AM-FM Miami, appointed news editor, replacing **JOHN T. BILLS** who is now real estate editor for *Miami Herald*. **DICK WRIGHT**, announcing staff, transferred to news department, handling early morning newscasts.

ED SAUDER, ABC correspondent in China, to KGO San Francisco news room. He replaces **RENWICK SMEDBURG** who has returned to active duty with Air Force.

FRANK (Red Cross) CROWTHER, commercial manager WMAZ Macon; **HELEN FARMER POPEJOY**, personality WMAZ; **BEN CHATFIELD**, news director, WMAZ, and president of NARND; **GEORGE THEERINGER**, news and sports director WRBL Columbus, Ga., and **JAMES BRIDGES**, director of news WSB-TV Atlanta, have been initiated into Di Gamma Kappa, honorary radio fraternity at U. of Georgia. Mr. Crowther served as general chairman of latest Georgia Radio Institute.

LOUIS J. TSCHUDI, sports director WING Dayton, called to active duty with Air Force.

JIM RANDALL, KVOO Tulsa, appointed news director KFSB Joplin, Mo. **DON WAKEFIELD** will handle night news desk at KFSB.

TOM O'HEARN, United Press, to WXYZ Detroit as news director.

CHUCK WILEY, public relations WBBM Chicago, named director of spot coverage and special events.

RENWICK SMEDBERG, news and special events department KGO-AM-TV San Francisco, called to active duty as captain in Air Force.

BILL DOWNS, CBS war correspondent, named writer and newscaster on CBS Columbia Pacific Network *The World Today*, 5:30-5:45 p.m. (PST) May 5. He replaces **GRIFFING BANCROFT**. Program features on rotating basis outstanding CBS news analysts, each to take over program from approximately six to eight weeks. Future programs will include such analysts as **ERIC SEVAREID**, **LARRY LeSUEUR**, **WINSTON BURDETT**, **WALTER CRONKITE**, **WILLIAM SHADEL**, **DOUGLAS EDWARDS**, **DON HOLLENBECK**.

OUR IDEA OF SUCCESSFUL PROGRAMMING
IS TO TUNE IN THE LISTENERS!
instead of wondering if they're tuning us in
WE KNOW THIS MARKET!
WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
GREEN BAY, WIS.
LISTENERS HAVE TO TUNE "PG" SOMETIME EVERY DAY
SOON! ADDITIONAL NIGHT HOURS
ADDITIONAL AVAILABILITIES. ASK DEVNEY, N. Y.
Or wire us for information about "The Ideal Test Market"

watts* the difference ?

WILK
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POWER
makes a big difference in penetration and
WILK
offers advertisers
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Watts of *Selling*
POWER
in the Wilkes-Barre Market—Pennsylvania's Third Largest!

WILK 980
The CENTER of ATTRACTION on Your Dial!

AM-FM ABC AFFILIATE
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Wilkes-Barre, Pa.

★

AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

COMMON CARRIERS

Coy Defines for Kefauver

FCC CHAIRMAN Wayne Coy, in a letter to Senate Crime Investigating Committee Chairman Estes Kefauver (D-Tenn.), last week reaffirmed the Commission's position that Continental Press, national race news service, cannot be considered a "common carrier" under the provisions of the Communications Act. It therefore does not come under FCC authority, he indicated.

Chairman Coy had pressed this view in his testimony before the Kefauver group in late March, the Senate committee indicating it felt FCC should be the enforcement agency for a proposed ban on interstate transmission of gambling information [BROADCASTING • TELECASTING, April 2].

During this testimony, in which he explained Continental Press is a news agency the same as United Press or Associated Press, Chairman Coy presented an alternate proposal to curb transmission of gambling data which would be similar to the lottery laws. He would make it a federal crime to transmit in interstate commerce by radio, TV or press "basic gambling information"—bets, odds and prices paid—about any sporting event.

The FCC Chairman called to Sen. Kefauver's attention "certain parts of the legislative history of the Communications Act of 1934, which I believe indicate Congress' intent that organizations such as Continental Press would not be considered as common carriers."

He quoted portions of preliminary reports which showed it was Congress' intent that news services be excluded from any definition respecting common carriers in the communications fields of wire and radio.

ORAL ARGUMENT

Cases Set April 27

ORAL ARGUMENT was scheduled by FCC last week for April 27 in the following hearing cases in which initial actions already have been reported:

First Argument—W W S T Wooster, Ohio. Initial decision to grant boost from 500 w to 1 kw, operating daytime on 960 kc [BROADCASTING • TELECASTING, Dec. 4, 1950].

Second Argument—KSET El Paso, Tex. Initial decision to grant license renewal and assignment of license [BROADCASTING • TELECASTING, Dec. 11, 1950].

Third Argument—KFTM Fort Morgan, Col. Initial decision to rescind order revoking license [BROADCASTING • TELECASTING, Jan. 29].

Fourth Argument—KFGT Fremont, Neb. Initial decision to deny change from 100 w to 250 w, operating fulltime on 1340 kc [BROADCASTING • TELECASTING, Jan. 1].

Fifth Argument—K C L O Leavenworth, Kan. Initial decision to grant boost from 500 w to 1 kw, operating daytime on 1410 kc [BROADCASTING • TELECASTING, Feb. 5].

Sixth Argument—In matter of proposed amendment of Secs. 1.320(a), 3.220(a) and 3.620(a) of FCC rules relating to time of filing license renewal applications, and Sec. 3.34(a), 3.218(a) and 3.618(a) of rules relating to license periods of AM, FM and TV stations [BROADCASTING • TELECASTING, Dec. 25, 1950].

FOR "impressive and enlightened" coverage of the Kefauver hearings, WMGM New York was presented a citation from the Kings County Council of Jewish War Veterans. Taking part were (l to r) George Hamilton Combs, WMGM commentator; Raymond Katz, WMGM program director, and Ted Brooks, Council commander. WMGM cleared its commercial schedule from March 12 to March 21 to carry the eight days and one night of the New York proceedings.

STRIKE ENDED

WINS, Union Settle Issue

SETTLEMENT of a year-old strike by WINS New York and Local 802 of American Federation of Musicians, with the rehiring of eight staff musicians dismissed March 31, 1950, when the strike began, was announced jointly by the station and the union last week.

The new agreement, signed by Wilmot H. Losee, WINS manager, and Charles R. Iucci, secretary, and Joseph Lindwurm, executive board member, of AFM, runs until March 31, 1953. It includes a 3% pay increase for the musicians which will be turned over to a welfare fund the local is establishing with independent radio stations in New York.

The station has been picketed continuously since it declined to renew the AFM contract a year ago, dismissed the musicians and turned to recorded music exclusively.

AGENCY EXPANDS

Firm Opens N. Y. Office

LILLER, Neal & Battle, Atlanta advertising agency, has opened a New York office "to be in close touch with studios, producers, network headquarters and talent generally."

Reggie Schuebel and Jack Wyatt, of Wyatt & Schuebel agency, will be in charge of the new office at 40 E. 51st St. The Atlanta firm said that the opening of the New York office resulted from the steady growth of television.

STEWART-WARNER Corp., Chicago, has reported a 1950 net profit of $3.55 per share on $5 par value common stock. Sales for year ending Dec. 31 were $80,482,372, with net profit $4,584,936.

LABOR FORCE

Gains 13% in Decade

THE U. S. labor force jumped from 52,789,499 in 1940 to an estimated 59,592,000 in 1950—an increase of 13%—with the most substantial boosts taking place in the western segment of the country.

At the same time, the number of professional, technical and kindred workers in the U. S. recorded an increase from 3,554,016 to 4,944,000 over the past decade. The totals include both men and women workers.

These are a few of the figures reported by the Bureau of the Census, Dept. of Commerce, and based on a preliminary sample of 1950 census returns. The report, announced April 11 by Roy V. Peel, census director, covers "Employment and Income in the United States By Regions."

The report notes that the labor force in the West increased by almost 40%—a rate more than three times that recorded in any of the other regions of the country. Changes in the Northeast, North Central states and the South—the three most populous sections—were more moderate, ranging from 6% in the Northeast to about 12% for the other regions.

Industry Increases

Significant increases in employment for manufacturing industries and the wholesale and retail trades also were recorded. Over a 10-year period, employment rose from 10.6 million to 14.1 million, with more than half of the increase in durable goods manufacturing (radio-TV sets, refrigerators, etc). Additionally, regional distribution of manufacturing showed "some shift away from the established centers of production," according to the Census Bureau. Employment rose in the North Central states and fell in the Northeast.

The bureau also noted that in occupational trends, "the last decade was marked by particularly large increases in the numbers of employed clerical workers, skilled craftsmen, and semi-skilled operatives." This is significant inasmuch as these skills are essential for defense production, the report pointed out.

The Census Bureau, on the basis of early sampling, also reported a median income of $3,068 for the country as a whole, with figures for the Northeast ($3,362), West ($3,435) and North Central ($3,257) regions topping the South ($2,248) by about 50%.

Generally high employment was reflected in family income figures, which compared the $3,068 for 1950 to $2,599 during 1949. Approximately 16% of the total received incomes of $5,000 or more, whereas 39% had incomes under $2,000.

APRIL 23, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

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Wilson
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Hat Plan'
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Slow To
'Adopt' TV
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Set Count
By Markets
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PIED PIPERS | TELEVERSION

The CHILDREN'S HOUR —and a half on the DuMont Television Network

Monday through Friday

CAPTAIN VIDEO 7:00 pm

MAGIC COTTAGE 6:30 pm

SMALL FRY 6:00 pm

Three prime kid shows that have built great audiences in every market where they are telecast. For complete information about television's most successful program block, write

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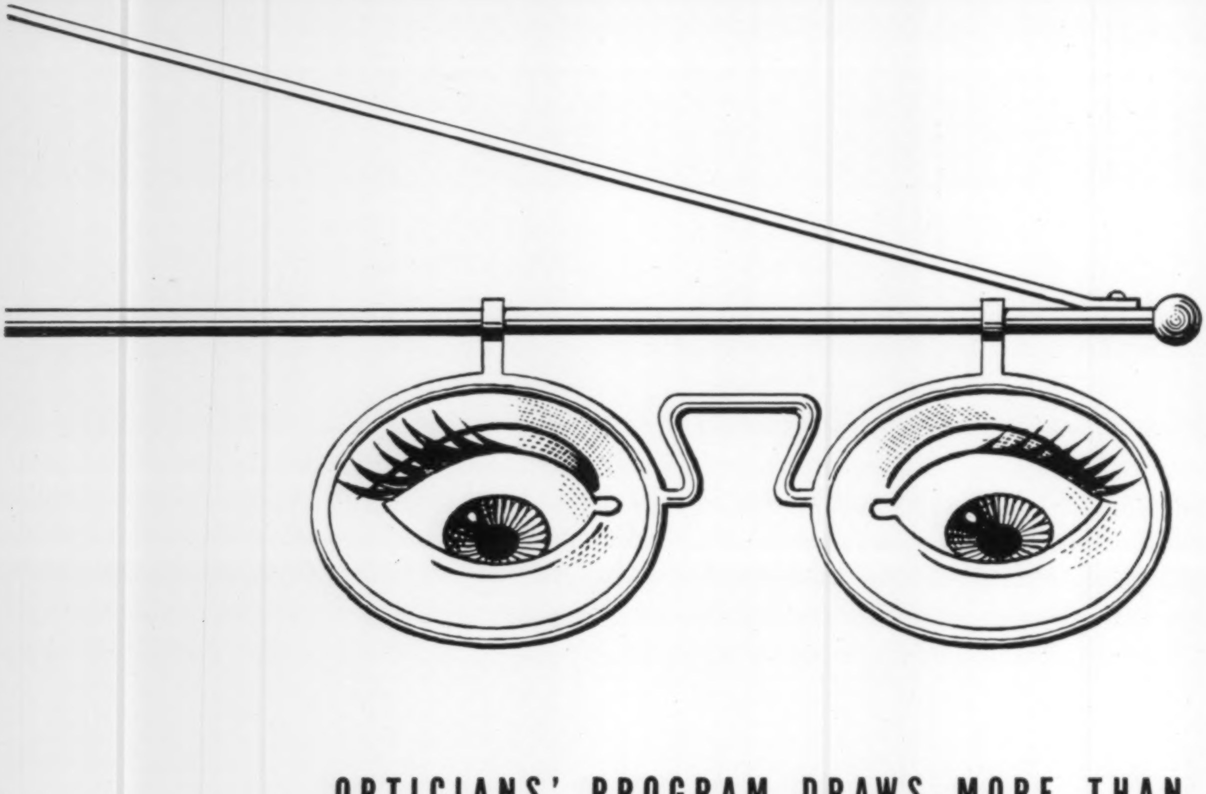
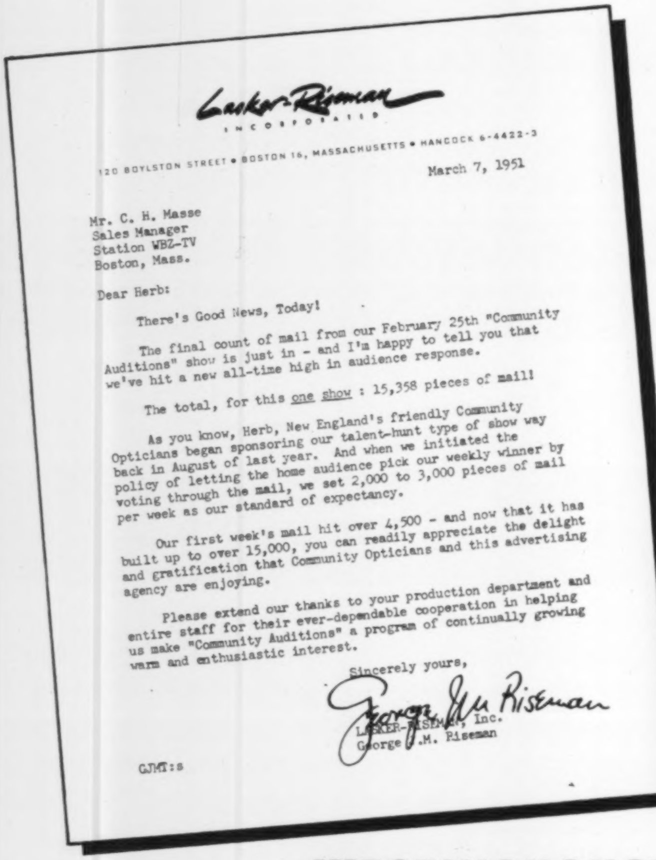


OPTICIANS' PROGRAM DRAWS MORE THAN



Lasker-Riseman
INCORPORATED
120 BOYLSTON STREET • BOSTON 16, MASSACHUSETTS • HANCOCK 6-4422-3

March 7, 1951

Mr. C. H. Masse
Sales Manager
Station WBZ-TV
Boston, Mass.

Dear Herb:

There's Good News, Today!

The final count of mail from our February 25th "Community Auditions" show is just in - and I'm happy to tell you that we've hit a new all-time high in audience response.

The total, for this one show : 15,358 pieces of mail!

As you know, Herb, New England's friendly Community Opticians began sponsoring our talent-hunt type of show way back in August of last year. And when we initiated the policy of letting the home audience pick our weekly winner by voting through the mail, we set 2,000 to 3,000 pieces of mail per week as our standard of expectancy.

Our first week's mail hit over 4,500 - and now that it has built up to over 15,000, you can readily appreciate the delight and gratification that Community Opticians and this advertising agency are enjoying.

Please extend our thanks to your production department and entire staff for their ever-dependable cooperation in helping us make "Community Auditions" a program of continually growing warm and enthusiastic interest.

Sincerely yours,

George J.M. Riseman

LASKER-RISEMAN, Inc.
George J.M. Riseman

GJMT:s

15,000 REPLIES

ON

WBZ-TV

BOSTON

The Boston TV area is now one of the top five in the nation.. and WBZ-TV's success stories are the biggest thing in Boston television! Both local and network sponsors are getting terrific results. Take Community Opticians, for example. According to the agency, one Sunday afternoon program in March drew more than 15,000 pieces of mail!

Although availabilities are limited, the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

WBZ-TV BOSTON • Channel 4

Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

Sales Representatives for the radio stations, Free & Peters

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

APRIL 23, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

VIDEO PRIORITIES

Construction Materials Doubtful—Wilson

EXPANSION of the TV industry, should FCC's freeze permit new station construction, faces little chance of getting material priorities from defense authorities, Charles E. Wilson, director, Office of Defense Mobilization, told the NARTB TV convention at Chicago Thursday.

In effect, this gloomy prediction was interpreted as a sign that TV receivers have a better chance of getting materials than the transmitters and materials needed for station construction.

Mr. Wilson addressed the Thursday luncheon meeting by closed circuit television, with delegates watching him and hearing his words by means of a dozen DuMont 19-inch console receivers scattered around the Stevens Hotel Ballroom.

The Thursday morning TV business meeting took a number of important steps as the video segment of the association went into formal action for the first time.

These included:

- Agreement on a TV program standards conference to be held in May or June.
- Stand against the Benton resolution calling for a Senate TV investigation.
- Review of tax and ASCAP negotiations.
- Awards to several stations for low-cost salable TV programs.
- Demand that college football telecasting be subject to freedom of negotiation.
- Pledge of cooperation to FCC in working out thawing of TV freeze.

No TV Priority

Mr. Wilson's prediction came at the very end of his address as he answered three prepared questions. Asked about priority for materials needed for expansion of the TV industry, he said he did not believe defense authorities could give priority to such requirements. TV stations must take their place with other civilian activities despite the obvious desirability of an expanded television industry, he said.

Looking into the future, Mr. Wilson said defense officials did not expect the impact of the mobilization to be felt seriously for a year, with the chance removal of controls could start within two years. He said defense officials are trying to superimpose military production on the bulging civilian economy, with civilian goods cut as little as possible. He hoped high production of TV sets could be maintained. He devoted most of the talk to dangers of inflation and emphasized the important place of broadcasting and telecasting in informing the public about the need for cooperation in the mobilization.

The problem of working out TV program standards was explained to the morning meeting by Robert D. Swezey, WDSU-TV New Orleans, chairman of a special committee studying the subject. The committee plans to start its study of programming before it gets out of hand, he said, recalling the wrangling over broadcast codes.

FCC last January issued a warning that it would take up a program inquiry after the TV unfreezing process is over, Mr. Swezey said. The committee plans to hold a May or June industry conference on the subject, analyzing the problem "before someone does it for us." After referring to the Benton resolution, he said the industry itself can do an affirmative job on program standards and avoid criticism such as "TV neckline" and similar references.

Members of the committee are George B. Storer, Fort Industry Co. stations; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Chris Witting, DuMont network; Frank M. Russell, NBC.

Eugene S. Thomas, WOR-TV New York, TV board chairman, presided at the meeting. John A. Kennedy, WSAZ-TV Huntington, W. Va., reviewed background of the TV tax problem. He heads a committee on the subject. The committee is trying to work out a formula with tax officials so TV is not penalized because it operated at a loss during the tax base period.

ASCAP Review

Dwight Martin, WLWT (TV) Cincinnati, spoke for the industry ASCAP Per Program Committee. He described last-ditch efforts to avoid a long court battle with ASCAP, whose blanket and per piece formulas he described as entirely unacceptable and violative of the consent decree. He said a fund of $88,000 had been committed by stations to support litigation. He reported a majority of the committee feels ASCAP will soften and stay out of court.

Mr. Storer, speaking for the TV Board Finance Committee, said as of April 12, 44 stations had paid their April dues, a total of $6,162; 10 more had written they intended to join, indicating another $2,104, and four others are expected to come in, a total of 58 members of 107 stations, with indicated income of $9,804 per month.

TV directors started a membership drive at the meeting. Dues are half the highest quarter-hour or the five-minute rate, whichever is higher.

W. D. Rogers Jr., KEYL (TV) San Antonio, presided over the resolutions session as chairman of the committee in charge. Other members were B. J. Rowan, General Electric Co., and Mr. Russell. A series of resolutions adopted by

(Continued on page 87)

SUMMER TV

NBC Sets 'Straw Hat Plan'

EMPHASIZING the effectiveness and potential of summer TV sponsorship, NBC-TV last week unveiled its "Straw Hat Plan No. 2" and predicted at least 75% of its sponsors in Class A time will stay on during the summer, with chances good that the remaining 25% of the time will be sold.

A comparably optimistic forecast was issued by ABC-TV officials as that network announced that filmed TV programs "of proved educational value," plus public health telecasts, will be an integral part of ABC-TV summer program plans, now being developed.

CBS also has indicated it expects most of its Class A time sponsors to remain while DuMont TV Network has reported all its top advertisers will continue through the summer [BROADCASTING • TELECASTING, April 9].

NBC-TV's Straw Hat Plan No. 2 emphasizes that "television will be the favorite summer activity of 'the 40 million,'" and that they "will watch television during the coming summer months just about as much as in other seasons" and "will buy just about as much retail goods then as during the fall, winter and spring seasons."

Reviewing the statistics behind these arguments and outlining summer program plans, Edward D. Madden, NBC vice president in charge of sales and operations, said present sponsors are definitely committed to some 12 hours of Class A time this summer, as against only two hours known definitely to be given up. The two hours being vacated, he said, are Texas Co.'s *Texaco Star Theatre*, on Tuesday from 8-9 p.m.; Procter & Gamble's *Fireside Theatre*, on Tuesday from 9-9:30 p.m., and Spiedel's *What's My Name*, on Monday 8-8:30 p.m.

Sponsors Continue

Among advertisers in the 7:30-10:30 Class A time period who either are continuing their present shows or will sponsor summer replacements, Mr. Madden said, are Hollywood Candy, General Foods, Regent Cigarettes, Firestone Tire & Rubber Co., Tintair, P. Lorillard Co., Kraft Foods, Bristol-Myers, Armour, De Soto, Borden Co., Ford Dealers, Miles Labs, Gulf Oil, American Tobacco Co., Gillette, and Chesebrough.

Mr. Madden also reported that Lever Bros., which sponsors the Monday - Wednesday - Friday portions of *Hawkins Falls* (5-5:15 p.m.), is now adding a fourth day.

The new Straw Hat Plan has scheduled Dorothy Kilgallen and Dick Kollmar in a variety-type program as summer replacement for the *Kate Smith Show* Monday through Friday, 4-5 p.m. The cost is $1,375 per 15-minute segment, but the network said that for the present it will accept only tentative orders.

Nor are firm orders being accepted yet on the scheduled replacements for 8-10:30 *Saturday Night Revue*. These are *Freddy Martin's Band of Tomorrow*, 8-9 p.m., being offered at a net cost of $8,800; *Ben Blue's Barn Theatre*,

(Continued on page 87)

MAC'S HOMECOMING

Radio-TV Field Day

THE EYES and ears of Americans were attuned to their receivers last week as Gen. Douglas MacArthur came home.

And millions of listeners and viewers—perhaps an all-time record total—paid homage as the broadcasting industry bridged the geographical gap from coast to coast and, in many cities brought him into the living rooms of an enthusiastic public. TV's impact and radio's thoroughness combined to keep America informed on a play-by-play of the General's tour.

Televiewers to the four-day festivities were estimated at roughly 44 million. It is probable that every radio set owner caught at least one of the many pickups afforded by stations.

Congressional Speech

Highlight of the MacArthur ceremonies, aside from his arrivals in San Francisco, Washington and New York, was the General's dramatic address before Congress Thursday.

The festivities also afforded desirable vehicles for sponsorship to national advertisers—all except his joint Congressional speech. Heavy schedules before and after the address also were reported by local radio-TV outlets.

Motorola-TV sponsored the Washington proceedings over NBC-TV from 11:30 a.m. to 2:30 p.m. (except the address to Congress), and also presented a 15-minute newsreel over the same network on Wednesday, showing the General's arrival in San Francisco. The contract was placed through Ruthrauff & Ryan. American Oil Co. aired the New York ceremonies through Joseph Katz, Baltimore.

Longines-Wittnauer Buy

Longines-Wittnauer Watch Co. sponsored the CBS-TV coverage of the ceremony Thursday; the arrival in New York that evening, and the New York parade and reception on Friday. Other MacArthur activities were slated for sponsorship by Longines. *Newsweek* magazine presented a special film of Gen. MacArthur's speech to Congress in a CBS-TV program Thursday night. Victor Bennett is the agency for Longines-Wittnauer; Lennen & Mitchell for *Newsweek*.

Mutual's coverage included on-the-scene descriptions of the General's take-off from Tokyo, arrival in Honolulu, landing in San Francisco, in addition to his reception in Washington, speech to Congress and ceremonies at the Washington Monument. WOR, Mutual's New York key, also covered Gen. MacArthur's arrival in New York and the official reception and tour on Friday. WMGM, New York independent, carried the General's speech to Congress.

ABC covered the San Francisco proceedings Tuesday night and Wednesday, and kept its network open in the East past the usual midnight closing time to report the arrival in Washington. Earlier, ABC carried a shortwave eye witness account of his Tokyo departure and Honolulu landing.

DuMont TV Network claims a first on telecasting pictures of Gen. MacArthur's arrival in San Francisco to viewers in the East and Midwest, crediting WGN-TV Chicago with a sensationally fast processing and editing job to make the beat possible. Leaving San Francisco on the last commercial plane Tuesday night, the unprocessed negatives reached WGN-TV at 8 Wednesday morning and were developed, processed edited and ready for broadcast at 11 a.m. Within five minutes DuMont had cleared a network of five stations—WNHC-TV New Haven, WABD(TV) New York, WFIL-TV Philadelphia, WDTV (TV) Pittsburgh and WGN-TV—with some of them revising their schedules in a matter of seconds. Films were retelecast by DuMont at 11:38 a.m. on a special news program.

Following is a play-by-play of coverage by geographic areas:

West Coast

West Coast television went "all-out" in an unprecedented cooperative coverage of Gen. MacArthur's arrival and stay in San Francisco, as all 11 California television stations pooled their resources to telecast complete on-the-spot arrival to departure proceedings.

Richfield Oil Co. sponsored the complete telecast shown on all California stations, paying $35,000 for the package. Agency was Hixson & Jorgensen Inc., Los Angeles. Richfield used no commercials, as such, on the telecast but inserted its identification from time to time during the proceedings.

Master control for the production was located at ABC's San Francisco TV Center, with its KGO-TV transmitter sending the telecast to the micro-wave link.

What resulted in one of television's finest cooperative enterprises on behalf of public service to date was preceded by a bitter two-day controversy between the network and independent stations in Los Angeles over the previous week-end (April 14, 15).

Following announcement of Gen. MacArthur's return to the United States, expected at first to be Monday or Tuesday, the three network stations — KNBH (NBC) KTSL (CBS) KECA-TV (ABC)—bought up portions of time on the microwave relay for those days, giving those stations exclusive control over the relay for those periods. Late Friday it was learned that the General would not arrive until Tuesday at a time that would fall

(Continued on page 79)

Fast Action

WHEN Jack Patterson, salesman for WPIX (TV) New York, delivered an order for American Express sponsorship of MacArthur receptions in Washington and New York to the station at 11:02 a.m. Thursday, the station went into immediate action and had the first commercial on the air at 11:25 a.m.—before Tom McDermott and William Vallee of Benton & Bowles reached WPIX with copy for the remaining commercials of the two-day contract.

TV PERIL

'Money Rather Than Audiences Sought'

TELEVISION is in jeopardy because station men are "rushing headlong" to make money; because they are selling frequencies, channels and call letters rather than audiences, and because they are "too willing" to let someone else evolve their "heritage and economic welfare." This was the opinion of John M. Outler Jr., general manager of WSB-AM-TV Atlanta, a key speaker at the television session Thursday afternoon at the NARTB convention in Chicago.

Mr. Outler, speaking as "a freshman in TV doing post-graduate work in radio," ripped station managers for making the same mistakes they did in radio, which is its own "greatest fear" today. He deplored the "bland assumption that the public will stand hitched for anything in the way of programs, the same ignorance or indifference which radio had." His recommendation to stations: Tie-in with a local audience with live local shows "because the interest of your audience in network shows is an impersonal matter."

Session Agenda

The television meeting, conducted by Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans, included discussion on "Holding the Line on Operation Costs," "Successful Selling," "The Big Thaw," "Making Better Use of Film," "Morning Programming, Does It Pay?," and "The National Collegiate Athletic Assn. Position on Football."

Successful salesmanship was defined by Mr. Outler.

Clair McCollough, president, WGAL-AM-TV Lancaster, and vice president, WDEL-AM-TV Wilmington, Del., was chairman of the operating costs panel, featuring Bob Lemon, program director, WTTV (TV) Bloomington, Ind., and Lee B. Wailes, vice president in charge of operations, Fort Industry Co. stations.

The NCAA stand on television was outlined by Walter Byers, executive assistant in the Chicago office, who was introduced by Harold Hough, director, WBAP-AM-TV Fort Worth.

FCC Discussion Panel

The upcoming FCC television thaw was discussed by panelists introduced by E. K. Jett, vice president and director of WMAR-TV Baltimore. Speakers were Dr. T. T. Goldsmith, research director, Allen B. DuMont Labs; Raymond F. Guy, manager, radio and allocations engineering, NBC, and Glen McDaniel, president, Radio-Television Mfrs. Assn.

Better use of film was outlined by George Shupert, vice president, Paramount Television Productions, chairman, and Charles B. Brown, director of TV sales, Bing Crosby Enterprises; John H. Mitchell, director of television, United Artists Corp., and Sy Weintraub, execu-

(Continued on page 86)

* * *

GENERAL ELECTRIC salesmen demonstrated video equipment at the NARTB convention. In the group are (l to r): G. H. Stratton, C. J. Simon, John Wall, F. R. Walkerm, J. M. Comer Jr., F. J. Wiggin, all of GE, and J. A. Shay, WTVJ (TV) Miami.

CONGRESS AND TV

Study Appears Shelved

By DAVE BERLYN

CONGRESS is in no hurry to clasp television to its legislative bosom. This was indicated last week in the following "inactions":

- Senate Rules Committee apparently is letting die Sen. Alexander Wiley's (R-Wis.) resolution to create a study of the telecast question pending before it [CLOSED CIRCUIT, April 9].
- House Rules Committee listened to Rep. Jacob Javits (R-Lib-N.Y.) talk in favor of his resolution that would permit radio and television coverage of important House debates, but showed itself "unfriendly," according to the Congressman.
- Rep. Arthur G. Klein (D-N.Y.) theorized the Rules Committee also was inclined to bottle his measure (HR 3656) that would permit radio-TV coverage proceedings and authorize setting up of Congressional owned - operated short-wave stations [BROADCASTING • TELECASTING, April 16]. He went along with Rep. Javits, saying the rules group is not receptive to proposals on TV.
- Sen. Ed C. Johnson (D-Col.) told BROADCASTING • TELECASTING that perhaps it was best for each committee chairman to decide whether his committee's public hearings should be telecast. He is chairman of the radio-TV important Senate Commerce Committee.
- There is no inclination in the Senate to bring up Sen. Harry Cain's (R-Wash.) motion to reconsider two contempt citations voted by the upper chamber against Morris Kleinman and Louis Rothkopf, who used TV as one of their excuses for refusing testimony to the Kefauver Crime Committee. Citations are expected to be delivered to the courts for prosecution once they clear the office of the Senate Secretary.

Enthusiasm Reduced

Recall of Gen. Douglas MacArthur from Tokyo and his subsequent visit to the U. S. has riveted attention of legislators on the General and thus reduced enthusiasm in Congress for settling how far committees could go in exploring TV's impact.

Both Reps. Klein and Javits indicated that their battle to get TV cameras into Congress chambers on the same footing as the press would now have to be carried on the floor. For the present, the New Yorkers have surrendered the first round to the Rules Committee.

Rep. Klein asserted the Rules Committee had given "strong intimation" that his bill "would be tabled regardless of the nature of the presentation on the grounds that no space is available for [radio-TV] facilities."

He asked the committee to reschedule hearing of his bill "since your committee procedure does not permit the appearance of witnesses other than members of Congress and the greatest support . . . lies with the public and with the . . . radio and television industry . . . I particularly need time in which to find a means to present . . . the views of those outside Congress or to gain . . . consent for the appearance of private spokesmen." The Rules Committee does not permit outsiders to testify in favor of a bill's clearance.

Rep. Klein, nevertheless, called for a public campaign to whip up interest in the media coverage.

It was understood that words

(Continued on page 88)

'So Well Stated'

INSERTING three editorials from BROADCASTING • TELECASTING, March 26, April 2, and April 16, in the *Congressional Record* last Wednesday, on the subject of televising hearings of Congressional committees, Sen. Ed C. Johnson (D-Col.) said: "I do not altogether agree with the conclusions reached in the editorials, but the arguments made in them are so well stated that I feel strongly they should be made available to the readers of the *Record*." Titles of the editorials, in order of their dates, are "Faultless Reporter," "Puzzle: Find the Television Cameras," and "The Congress and TV."

HILL TELECASTS

Justice Dept. Studies Nature and Scope

SPECULATION that the Dept. of Justice may assert itself in an advisory capacity on the nature and scope of Congressional telecasts was held out last week.

This conjecture was raised amid confirmation of a report that the department's Criminal Division has prepared an advisory memorandum touching on:

(1) The right of Congressional committees to adopt their own code covering telecasts of public hearings.

(2) Contempt citations stemming from refusal of certain witnesses to answer committee questions because of the presence of TV cameras.

(3) The constitutional question evoiving around the question of "due process of law."

Text of the memorandum was not disclosed but it was learned that the opinion will be used as a basis by the Justice Dept. in the Congressional TV issue, should it be called upon to render advisory comments.

The memorandum was understood to reflect these initial and informal legal beliefs:

- **The question of Congressional committees adopting their own codes for TV coverage is habitually a legislative policy matter, and one on which the courts would act with caution and hesitancy.**
- **Witnesses who refuse to offer testimony on TV grounds possibly may have little legal precedent to support their charges, other than possibly recourse to "due process of law."**
- **Television only makes public hearings more public.**

It also was reported last week that the Justice Dept. is prepared to prosecute current contempt citations, which the Senate already has approved, involving Morris Kleinman and Louis Rothkopf. The Senate Crime Investigating Committee had voted the citations.

The memorandum would be used chiefly to guide local attorneys on local questions arising out of televised hearings, it was understood, and would not be offered to Congress unless specifically requested by a member or Congressional committee. The Senate Crime Investigating Committee, focal point of the controversial issue, had not sought such an opinion, it was found.

At week's end a BROADCASTING • TELECASTING spot check revealed that none had been requested, but that at least one Congressional quarter felt such an advisory opinion would be helpful to guide Congress.

VIDEO CO-OP

Production Syndicate Announced

FORMATION of television's first cooperatively-owned production syndicate—a million dollar venture to be known as Consolidated Television Broadcasters Inc., was announced in Chicago last Friday, coincident with the NARTB convention.

Mr. Storer

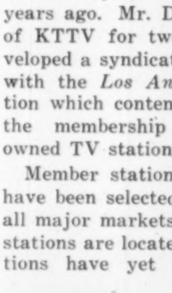
George B. Storer, president of The Fort Industry Co., licensee of three TV stations, is the prime mover, with Richard E. Jones, managing director of WJBK-TV, Fort Industry station in Detroit, as president of the new corporation. Harrison Dunham, former manager of KTTV (TV) Los Angeles, is vice president and general manager, and will headquarter in Hollywood.

The cooperative contemplates a maximum of 50 stations in as many markets. Mr. Dunham announced that to date 40 stations have been signed, with negotiations in progress with the balance.

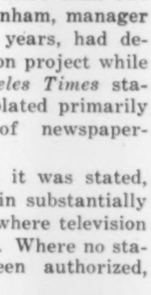
Frank Wisbar, until recently in charge of production of Bing Crosby Enterprises, has been retained as production supervisor of CTBI and will promptly begin a series of 26 one-hour productions. His *Fireside Theatre* has won acclaim as the outstanding tailor-made film TV series.

Mr. Storer, it was learned, began his explorations for a cooperative TV syndicate more than two years ago. Mr. Dunham, manager of KTTV for two years, had developed a syndication project while with the *Los Angeles Times* station which contemplated primarily the membership of newspaper-owned TV stations.

Member stations, it was stated, have been selected in substantially all major markets where television stations are located. Where no stations have yet been authorized, such as Denver and Portland, membership will be reserved until such time as stations take the air.



Mr. Jones



Mr. Dunham

Primary purpose of the new corporation is to finance the production of high-quality film programs, tailored for television, which will be owned by the corporation and will be built into a library of film productions for the TV industry. Initial plans contemplate production of a schedule of two-and-one-half hours of film per week over a 26-week span.

Production will be financed out of the million dollar revolving fund established by the stations, with each member station having first refusal in its market for each program series. The pricing of the programs will be at a rate not to exceed 50% of the station's local rate card for the running time of the particular film. This will permit the station to earn its full time rate, plus customary profit on the sale of the program.

Mr. Storer said the complete list of stations, together with the board of seven directors and officers will be announced shortly. The new Delaware corporation received its charter on March 28. Mr. Dunham, an attorney, drew up the corporation papers.

NCAA PLAN

Submitted to Justice Department

NCAA Television Committee last week submitted to the Dept. of Justice a three-point plan for telecasting college grid games this fall.

Justice would issue only the formalized comment that it has taken the plan "under advisement." Some action, however, is expected this week.

Under the proposed plan:

- Only one game would be telecast in any one area on any given Saturday.
- No team would be seen more than twice, once at home and once when it plays away from home.
- On at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

Heading the 12-man committee which met in Washington last Wednesday and Thursday was Tom Hamilton, athletic director of the U. of Pittsburgh.

No Live TV Ban

Mr. Hamilton reiterated NCAA's position that it is not banning live telecasts, it has merely imposed a moratorium by which it will be possible to measure video's impact on gate receipts. This moratorium, or experimental period, would end Nov. 24.

If the submitted plan is approved by the anti-trust division of the Justice Dept., NCAA would serve as a sort of a clearing house. Member-colleges' schedules would be offered to the highest bidder, then the sponsor would determine which games would be telecast.

The plan—which limits only live telecasts—is expected to greatly increase use of theatre television, Phonevision, Skiatron and post game films.

Mr. Hamilton pointed out that "some 72% of college athletic programs, including intra-murals, depends on football receipts." He added that if athletics are of any value they must be in all colleges and "not restricted to the eight or ten colleges" which could sell games to TV sponsors.

Hugh Willett, of Southern California, NCAA president, told newsmen: "We approach this problem from the conviction that our athletic program is worth preserving. We believe there is a solution. We believe we can live with television."

MODERN SCHOOL

Creighton Lists Facilities

CREIGHTON U., Omaha, with complete television production equipment on the campus, reports it now is offering up-to-the-minute courses in TV, radio, advertising and press communications. In addition, a campus radio station, KOCU, is operated by Creighton students.

Listed among many opportunities offered by the university is the annual WOW-TV Omaha training scholarships for outstanding students in the fields of radio and television.

Hennock Talk

VALUE of TV as an educational tool, and need for reservation of TV channels for noncommercial educational stations, were re-emphasized last Wednesday by FCC Comr. Frieda B. Hennock in an address before the Federation of Jewish Women's Organizations Inc. in New York. She noted 56 colleges and universities, four medical schools, 19 local public school systems and two public libraries already have presented educational programs via TV. Stating the risk of neglecting education is too great, Comr. Hennock quoted Charles A. Siepman, "a leading figure in the broadcasting field," as saying, "'In a democracy, universal education is not a luxury but a necessity.'"

VIDEO PROBE

Senate Panel to Weigh

SEN. ED C. JOHNSON (D-Col.) has assigned the Benton resolution on educational TV (S Res 127) to a special Senate Commerce subcommittee (see editorial, page 60.)

The resolution, introduced by Sen. William Benton (D-Conn.) and co-sponsored by Sen. Lester C. Hunt (D-Wyo.), a member of the special group, calls for the committee to make broad investigation of the educational TV channel status [BROADCASTING • TELECASTING, April 16].

Members of the special group in addition to Sens. Johnson and Hunt are Senate Majority Leader Ernest W. McFarland (D-Ariz.), Sens. Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.).

Comments Sought

It is understood that this group has asked for comments from governmental agencies which it believes are interested in the Benton resolution. Foremost among them is the FCC, which, of course, would be directly affected by the legislation. Among other agencies are the Justice Dept. and the Federal Security Agency (which embraces the U. S. Office of Education).

Reaction to the Benton resolution is beginning to crystallize in the industry. Observers have pointed out, the resolution, if it passes the Senate, could upset the FCC TV allocation timetable and place the Senate group in a position of going over a subject which has expended years of study by technical experts. In addition, extensive hearings have been held by FCC on TV allocations.

ABC-TV Expands Space

PURCHASE of a four-story and penthouse showroom building at Broadway and 70th St., New York, to meet the needs of ABC's expanding television department, was confirmed by the network last week. The new purchase, which is not far from the present ABC Television Center at 7 W. 66th St., contains more than 50,000 square feet of space and was used until recently as an automobile sales and showroom. Originally it was built for the Studebaker Corp.

ATLANTA SALE

WSB-TV's Ch. 8 Plant Gets $525,000

FORMAL application was filed with FCC last week for consent to assignment of license of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Inc. composed of prominent Atlanta citizens, for a total consideration of $525,000 [BROADCASTING • TELECASTING, April 9].

The transaction is subject to FCC approval of the assignment of license for Channel 8 as well as to issuance by the Commission of a license to WSB-TV for operation on Channel 2, now under construction permit to WCON-TV there, also owned by Atlanta Newspapers.

Broadcasting Inc. proposes to use the call WYES on Channel 8. When WSB-TV moves to Channel 2, WCON-TV would be deleted.

In FCC's consent a year ago to merger of the Atlanta *Journal* (WSB) and Atlanta *Constitution* (WCON), the Commission specified that the new firm, Atlanta Newspapers Inc., would have to give up either WSB-TV or WCON-TV.

Ex-Gov. James M. Cox of Ohio, who previously owned the *Journal* interests, continues as chief owner of Atlanta Newspapers Inc., including the WSB properties.

Principals in Broadcasting Inc., newly organized million-dollar corporation, are: Walter C. Sturdivant, president and majority owner of Montgomery Knitting Mills, Summerville, Ga., president and 5% owner; John O. Chiles, vice president and over 25% owner Adams-Cates Co., Atlanta real estate agency, vice president 6⅔%; Robert B. Troutman Jr., partner in Atlanta law firm of Spalding, Sibley, Troutman & Kelley, vice president-secretary 6⅔%; Clement A. Evans, president and majority owner Clement A. Evans & Co., Atlanta investment banking firm, director 6⅔%; James D. Robinson Jr., president Trust Co. of Georgia Associates, treasurer 4⅛% (plus minor interests for family trusts).

A 66⅔% interest is held by Clement A. Evans & Co. for sale to other local Atlanta residents. When these interests are acquired, amendments to the transfer application will be filed, FCC was told.

Reasons Given

Broadcasting Inc. gave in part the following reasons to FCC for making its offer to Atlanta Newspapers for the purchase of the Channel 8 facilities:

> **Since the two television stations (WSB-TV on Channel 8 and WAGA-TV on Channel 5) now operating in Atlanta are controlled by persons who are non-residents of Georgia, a group of local Atlanta citizens formed a Georgia corporation under the name of Broadcasting Inc. This corporation is owned and operated by residents of Georgia, most of whom are residents of the Atlanta area.**
>
> **These persons desire to operate the television facilities which will be released by Atlanta Newspapers Inc. because they feel that a locally owned and locally operated television station will perform a constructive and worthwhile service to the people of the Atlanta area.**
>
> **At the present time the only two large daily newspapers in Atlanta are controlled by persons who are not residents of Georgia. The major radio and television stations of Atlanta are also controlled by non-residents.**
>
> **Assignee believes that it is very desirable for the Atlanta community to have this communication medium, owned and operated by local people, in order for the citizens of this community to be given a larger and more important voice in affairs which vitally affect community life.**

In proposing to Atlanta Newspapers the purchase of the Channel 8 facilities, Broadcasting Inc. stated its investigation of the matter "leads us to believe that such acquisition is feasible and that the FCC should have no objection to the transfer from you to us of the license to operate on Channel 8."

Atlanta Newspapers, in its reply accepting the purchase offer, said it had hoped Atlanta would not be deprived of the additional TV service because of the merger and indicated the proposed transfer would assure preservation of this added service. The letter also affirmed Atlanta Newspapers' intention to switch WSB-TV from Channel 8 to Channel 2, subject to FCC approval.

The purchase agreement, valid until Jan. 1, 1952, also sells to Broadcasting Inc. the FM transmitter for Channel 283 formerly used by WSB-FM, as well as the land at the present WSB-TV transmitter site. The present WSB-TV transmitter building, however, will be leased to Broadcasting Inc. Following the newspapers' merger, WSB-FM switched to WCON-FM's Channel 253, WCON-FM being deleted. WCON-AM also ceased operation.

FCC's newest revision of its proposed TV allocation plan would remove Channel 8 to Athens, Ga., as a noncommercial, educational facility. Channel 11 would be substituted at Atlanta for Channel 8.

In addition to the WSB properties, the Cox radio interests also include WIOD-AM-FM Miami, Fla., and WHIO-AM-FM-TV Dayton, Ohio.

Mac's Homecoming

(Continued from page 76)

exclusively into KNBH's time slot. In the meantime KTTV and KTLA had registered objection with the local FCC office at the exclusivity of the telecast. No FCC action was taken, however, according to Joseph Brenner, regional FCC attorney.

On Saturday, however, the storm was dissolved when the three network stations met and KNBH decided to relinquish its time and open up the relay to a seven-station pool.

KWKW, 1 kw independent Pasadena, Calif., station, turned up with its own exclusive the night of the MacArthur firing announcement. Following the first news of the event, William J. Beaton, general manager of the station, made try after try unsuccessfully to get through by phone to Gen. MacArthur or other ranking officers in Tokyo for a statement. Finally giving up the attempt after midnight, Mr. Beaton decided to give his faithful listeners an exclusive, anyway. He did . . . an exclusive interview with the Tokyo telephone operator.

Another local station, KLAC-TV, also used its ingenuity in trying to get through to Tokyo, but with not as much success. A station newsman, attempting to put a call through to Clete Roberts, another KLAC newsman, currently in Tokyo, was told by the operator there that only military calls were being respected. Undaunted, the zealous newsman in Los Angeles informed the operator that the call was being made by General Klac. He was put through to Tokyo. Unfortunately, however, he was unable to reach Mr. Roberts.

Washington Area

The General's brief stay in the nation's capital also received thorough coverage, with telecasts on a pooled basis as elsewhere. Participating were WNBW (TV)-NBC, WMAL-TV-ABC, WTTG (TV)-DuMont and WTOP-TV-CBS. All five radio networks—ABC, CBS, NBC, MBS and LBS—and independent stations picked up the various ceremonies.

WOL, Liberty outlet in Washington, fed the joint session address to the network as well as other programs during the MacArthur visit.

The TV pool comprised 13 cameras and crews, five mobile units and a staff of 100 technicians and as many program personnel. Technical details were handled by WNBW and the program was coordinated by ABC and NBC. Activities were monitored at the WNBW studios in the Wardman Park Hotel.

TV ran afoul of the law when it attempted to cover Gen. MacArthur in the Statler Hotel lobby. NBC had arranged with the management to place its cameras there, only to be thwarted by the police, headed by Police Chief Robert Barrett, who ordered them removed. Protest by the network to the Commission's office, hinting at a possible suit against the District government, brought reverse of the orders. NBC Commentator Earl Godwin later told listeners of the "Gestapo-thinking" action, and pointed out "radio and television . . . are exactly as much in the public interest as police arrangements." He noted that private property was involved.

WBAL-TV Baltimore claims it flashed MacArthur's San Francisco landing on its screen first, beating the network announcement by some five minutes. Station presented a news film prepared by its special events department, and reported film coverage of landing on an early news program. In Washington WBAL recorded a special tape interview at National Airport with the plane's radio operator. Later he appeared in WBAL-TV's studios for a live TV interview.

New York

The Friday TV pool started at 11:45 a.m., picking up the general at the Battery, where a parade of an estimated 10,000 veterans, servicemen, police and firemen got under way. The cameras followed the parade to City Hall for a 45-minute ceremony there before it continued on to Police Headquarters and thence to the Washington Arch.

Coordination of the Friday pool telecasts was handled by DuMont from the Empire State Bldg., under the supervision of Harry Coyle, DuMont director of remote operations.

In New York the NBC-TV cameras accompanied the General from the Waldorf-Astoria along the Broadway tickertape parade route to City Hall and thence up Fifth Ave. from noon to 2:30 p.m. American Oil Co., Baltimore, sponsored this 2½ hour NBC telecast, through Joseph Katz Co., Baltimore.

Reports continued to pour into BROADCASTING • TELECASTING on coverage of the MacArthur dismissal. Among those received:

An informal public opinion poll was presented by WGH Newport News, Va. Station Manager Bill Van Buren and Announcer Ambert Dail recorded downtown interviews while Promotion Director Bob McBride and Producer Bill Phyne checked reactions of passersby. Comments on the story, which found 48% of Hampton Roads citizens opposed and 13% favoring the firing of the General, were broadcast at 12:45 p.m. and at 6:45 p.m.

Newsroom of WCOP, Boston's ABC outlet, gave the MacArthur dismissal the "works" in radio coverage. Swinging into action early Wednesday morning, Program Manager Gene King and News Editor Jack Chase cleared the entire evening schedule from 9 to 11 even before it was known the President would pre-empt the 10:30-11 p.m. segment.

Panel of Experts

By mid-morning WCOP had lined up a panel of experts for a live forum at 9 p.m. Program was followed by *People's Reaction*, a half-hour of recorded telephone conversations with Mr. Chase and Hub listeners were invited to call in and give their opinions. Although only 20 calls were used, approximately 500 were received during the day, station reported.

WTIC Hartford claimed to be first in the Connecticut area with the startling news. Station stayed on the air with NBC reports at 1:15 a.m., the newsroom following up with man-on-the-street excerpts early in the morning. Announcer Bob Steele, equipped with a mini-tape recorder, canvassed public reaction. WTIC received its initial tip from the wire services.

WCCC Hartford, a daytime independent, aired later bulletins when it took the air and also urged listeners to write or wire their Congressman "today" about where they stood on the controversial issue.

KOA Denver reported eliciting not only the views of the man-on-the-street but also top editorial comments from leading newspapers and local-national spokesmen. Comments were used on station's *Dateline Denver* at 6:15 p.m. April 11.

KECA-TV Los Angeles, reporting on the dismissal, remained on the air from the first bulletin at 10:08 p.m. (1:08 a.m. EST) until 3:30 a.m. Public reaction was so phenomenal it not only jammed trunklines but put one exchange out of action. A repair foreman was hustled to ABC Television Center.

TESTING future audience of a United Television Programs film, *The Chimps*, in audition for Athur Meyerhoff agency are (standing Bruce Bryant and Mrs. Carol Perel Colby, agency's timebuyer, who prepare to note youngsters' (ages six to 10 years) reaction. Film, produced by Bing Crosby Enterprises, features chimpanzees in western and whodunit dramas. Thirteen 15-minute reels have been filmed. This showing was set up by Milton M. Blink, vice president, Standard Radio Transcription Services, who supervises Midwest operations for United.

TV EXPANSION

UHF Can Extend Service

MAJOR expansion of telecasting is possible and practical at UHF, Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, told engineering students at Princeton U. last week.

"Our engineers have determined that practical UHF television receivers can be built and that present television sets can be readily adapted for use at ultra high frequencies," he disclosed.

"This means," explained Dr. Jolliffe, "that sets now in use and those being manufactured will not be made obsolete by the new development." Receivers and adapters will be available when UHF television transmissions are authorized, he said.

The electronics scientist pointed out, too, that "if ultra high frequencies are used, many communities can have satisfactory television that could not have had any television service without this expansion in UHF, and existing service at very high frequencies also can be extended."

Dr. Jolliffe said that this information was gleaned from more than a year of RCA-NBC tests at the experimental station, KC2XAK Bridgeport, Conn.

Aids Newspapers

TELEVISION is a "stimulating interest" in newspapers by sharpening the public appetite for interpretive reporting, Basil L. Walters, executive editor, John S. Knight newspapers, told the Hoosier State Press Assn. April 6. Video will become a boom to newspapers and not dampen interest in reading, he stated at the HSPA 17th annual meet. Knight newspapers own WQAM-AM-FM Miami, and hold part interest in WIND Chicago and WAKR-AM-FM Akron.

Engineering Trends

(Continued from page 35)

tended vehicle borne transmitters.

John W. Brush, DuMont Labs, described a video switching system. He explained, among many other important points, that although tube controls avoid the problem of clean contacts found in direct switches, the power requirements were high.

In addition to the advantages of a single crystal for both video and audio transmission, Howard M. Crosby, General Electric developments engineer, told of the amazingly long life and easy rehabilitation of his company's 5 kw klystron tube. To a question asked him concerning its "shelf life," he jokingly replied, "Every evidence indicates that the tube gains in efficiency during storage."

More seriously, he explained that a broadcaster could send his kystron back to the factory for replacement of the "gun" as the only repairs it would need. During the repair interval the station could take its spare out of storage. It would not be necessary to purchase more than two.

Last speaker of the Tuesday morning session was Bernard C. O'Brien, chief engineer, WHEC Rochester, N. Y., who explained that the FCC 1948 UHF-TV frequency allocations were spaced at 150 miles because trophospheric reflections were not taken into consideration. Five basic priorities are designed to provide TV for all areas regardless of population density.

'Welcome' Broadcasters

Mr. O'Brien has a cheering word for broadcasters weary of the long freeze. From his own experience he finds it best to go along with the FCC because of the "courtesy and real interest" expressed by the Commissioners for comparative newcomers to their proceedings. They will welcome broadcasters to their policy-making meetings, he said.

Turner Griffin, manager of communications section of RCA Service Co., gave a number of valuable pointers on the maintenance of transmitters during an emergency period. Lost air time will be held to a minimum by an adequate supply of replacement parts and skilled personnel, but parts are sometimes placed on an allocation basis and engineering talent is increasingly hard to get, he said. Specific recommendations can not be made to cover all cases, but more and better inspection is usually advisable.

W. Earl Stewart, manager of broadcast audio engineering, RCA Victor, said that his old photographs of early control rooms show all the apparatus painted black. Later whole transmitter chassis and louvers were chrome plated. Color now replaces chrome. Darkened rooms and dull surfaces are necessary for TV. The modern control room is a show place of compactness and unobtrusive efficiency.

Master control systems reduce costs and encourage alertness by more completely utilizing employe time and placing responsibility for error. The present trend is to design a single control to handle both audio and video.

Magnetic tape recording is constantly expanding its field of uses, but discs are still big business. Fine groove recordings are gaining slowly.

George C. Chandler, manager, CJOR Vancouver, B. C., told of large, thinly populated areas in Canada where there would be no daytime radio if the stations in some small towns transmitted at less than 1 to 5 kw. They have to practice every possible economy to operate a 5 kw station on a ¼ kw budget.

Co-channel sky wave recording was discussed by KMPC Field Supervisor Nal Mobley Jr. In Los Angeles in 1948 a general engineering group from KMPC, WGAR Cleveland and WJR Detroit developed the narrow band recorder, a crystal controlled 13.5 cycle intermediate frequency superhetrodyne receiver. With it a Brush high speed oscillograph recorded sky wave measurements to determine interference between KMPC and other co-channel stations. Results here and at 25 other stations showed poor correlation with calculated and ground wave measurements. It is suggested that future station allocation decisions be assisted by direct measurement of interfering signals.

Improved single system photography for television was the subject selected for Wednesday morning by John H. Battison, associate editor, *Tele-Tech* magazine. Because TV does not have available the funds which permit Hollywood to use multiple cameras for recording pictures and sound, it may well follow the example of Mr. Battison in film production at New York U.

Suggests Combinations

If a camera can run continuously and shoot the whole play without stopping for special effects, the savings are obvious, but in TV closeups are essential. Mr. Battison suggests using "master" and "slave" camera combinations. The "master" continuously records both sound and pictures at one level of scene illumination. The "slave" in intermittent operation picks up angle shots, close-ups, etc. A marker light in both cameras indicates exactly the relationship of the film for ease of editing. If the "slave" shot is spoiled, there remains the "master" film. Within less than three hours after shooting completely edited and sound synchronized films are available.

The manager of radio and allocations engineering, NBC, Raymond F. Guy, presented analyzed data as proposed at the 1950 broadcast engineering conference. The program of measurements covered all phases of UHF operation in the Bridgeport area. Comparisons were drawn with other UHF studies.

The inner mysteries of TV were explained by Dr. M. E. Strieby, staff executive, Long Lines Dept., AT&T, New York. He also described the necessity of coaxial cable and relays for transmission inside a large city. Microwaves and light respond much the same in means of transmission, conduction and concentration.

A four-bay antenna having a power gain of 20 was the subject of Lloyd O. Krause, of GE commercial equipment division. Most of the experimental work was done on models with vertically stacked bays, the length of the bay being five wave lengths. The mast serves as the outer conductor of the coaxial intrabay feed system. A traveling-wave on a helical antenna of simple construction produces excitation by single feed.

Albert J. Baracket, project engineer of Federal Telecommunication Labs, told the conference audience that it is not necessary to use a high priced orthocon or iconoscope camera for transmission of slides when a cheaper flying spot scanner will serve just as well and with lower operating cost. Because it is possible to obtain an excellent signal-to-noise ratio with a flying spot scanner it gives an excellent TV picture as long as the action is slow. The future possibilities for motion picture transmission are uncertain.

Much of the lack of appreciation of FM by prospective customers is due to the average listener's inability to properly tune a set. John V. L. Hogan, project engineer, Hogan Labs, said that FM set owners tune their sets to the spot of the lowdest noise as he had always done with his AM radio; not knowing that the best signal on FM cannot be found that way.

Special services bring the FM broadcaster additional income. They include music with advertising slants aimed at shoppers in stores, riders on public transportation, and "background" music for factories, offices, restaurants, etc. FM will be a valuable supplementary communications system for national defense, Mr. Hogan said.

James L. Hollis, project engineer, Collins Radio Co., spoke on a modern 35 kw shortwave broadcast transmitter, covering subjects of their design and maintenance. He showed slides on the construction of a general purpose transmitter which delivers 50 kw for cw operation or 35 kw amplitude modulated and covers a range of 4 to 26 mc.

RADIO, VIDEO POLL

WGAR, WEWS (TV) Win 'Cleveland Press' Contest

TOP honors in the sixth annual *Cleveland Press* local radio and television popularity poll went to WGAR and WEWS (TV) Cleveland.

On a point system, the tallies at counting time stood like this: WGAR, 38½; WEWS, 33; WHK, 15½; WTAM and WXEL (TV), 13; WERE, 11½; WNBK (TV), 8; WJW, 3½, and WDOK, 1.

Highest individual laurels went to WGAR's Esther Mullin (9), and WHK's Bill Gordon (8).

Ad agencies credited for the best commercials were Ohio Adv., McCann-Erickson; D'Arcy, and Gerst, Sylvester & Walsh.

Chosen as the best commercials were those of the Old Dutch Beer (Ohio); Forest City Lumber (Ohio), Watkins Furniture (Gerst).

The poll is conducted by Stan Anderson, *Cleveland Press* columnist. It covers 15 categories in radio; nine in television.

RECORD SALES

Westinghouse Doubles '50

NEW orders received in the first quarter of 1951 were the highest in Westinghouse history, the electric corporation reported last week from Bloomfield, N. J.

Gwilym A. Price, president, said that the orders were twice as great as in the first quarter of 1950, a year in which for the first time Westinghouse was able to exceed a billion dollars of net sales billed.

Addressing the annual meeting of stockholders, Mr. Price said also that net sales billed in the first quarter of 1951 reached a new high, totaling $290,407,895. This compares with net sales billed of $223,933,898 in the first three months of 1950.

He told stockholders that for 1951 the corporation is aiming even higher than the $1,019,923,051 of net sales billed for 1950. Mr. Price pointed out that post-war expansion and improvements had increased Westinghouse productive capacity by about 50%.

N. E. ENGINEERS

Meet in Boston

NEW ENGLAND radio engineers were scheduled to gather Saturday at the Copley Plaza Hotel in Boston. The meeting was sponsored by the North Atlantic Region of the Institute of Radio Engineers and attendance was expected to be high, judging from early reports.

The following authorities were scheduled to address the gathering on their specialized subjects:

Radio Frequency Problems in the Design of a Linear Accelerator, H. L. Schultz and W. G. Wadey, Yale U.; Considerations in the Design of a Line of Inexpensive Test Equipment, by Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass.; Spectrum Utilization in Color Television, Robert B. Dome, Electronics Dept., General Electric Co., Syracuse; welcoming remarks at the luncheon, I. S. Coggeshall, president, IRE; Physiological Effects of Radiation, William A. Meissner, New England Deaconess Hospital and New England Baptist Hospital, Boston; Civilian Defense Against Atomic Attack, John W. M. Bunker, dean, graduate school, Massachusetts Institute of Technology, Cambridge, Mass., and Instrumentation in the Field of Radioactivity, William A. Higinbotham, Electronics Div., Brookhaven National Lab, Upton, Long Island, N. Y.

Lee Estate Taxes

CHECK FOR $1,047,559.55 has been turned over to the Collector of Internal Revenue by Ben H. Brown, Los Angeles County public administrator, for payment of 1950 income taxes due from the estate left by Thomas S. Lee, heir to the late Don Lee's radio and auto distributor fortune. Although other taxes are to be cleared yet on the $14 million estate, Mr. Brown saw no litigation in spite of differences in evaluation between experts for the estate and government. Young Lee died Jan. 13, 1950, in a fall from a Los Angeles building. His estate is being contested [BROADCASTING • TELECASTING, March 26].

FIRST

IN THE FORT WORTH-DALLAS AREA WITH AFTERNOON PROGRAMMING!
IN THE FORT WORTH-DALLAS AREA IN AFTERNOON AUDIENCE!

ON THE RECORD stars zany Bobby Peters, the people's choice—is typical of high-caliber local production on WBAP-TV. (12:00-12:30 p. m. Monday thru Friday.)

KATE SMITH SHOW is one of top-rated network features for daytime viewing—another reason why WBAP-TV ranks first. (3:00-4:00 p. m. Monday thru Friday.)

GABBY HAYES SHOW helps keep Fort Worth-Dallas kids tuned to Channel 5, where the kids' favorites appear every afternoon. (4:15-4:30 p. m. Mon., Wed. and Fri.)

SEE-SAW ZOO with Dean Raymond is more proof of WBAP-TV's ability to score high with local studio programming—puppets with Texas personality. (5:45-6:00 p.m. Mon. thru Fri.)

PLAYTIME WITH MARY PARKER rates tops with the young set and their parents—another WBAP-TV-originated show with high Hooper ability. (5:00-5:30 p. m. Mon. thru Fri.)

To paraphrase an old saying, "The proof of the programming is in the rating." One look at Mr. Hooper's latest analysis of afternoon TV in the Fort Worth-Dallas market shows why WBAP-TV and Channel 5 are first choice with local and national TV advertisers:

Monday thru Friday	WBAP-TV	Sta. B	Sta. C
12 noon—6:00 PM	66.2	18.4	15.4*

(Weekdays—on the air 12 noon to midnight)

Better, stronger programming–local and network–like the shows featured on this page–are the reason for WBAP-TV's almost 3-to-1 dominance of this great market–first market of the South.

Want the full story . . . now? It's yours from us or from your Free & Peters man.

*Dallas-Fort Worth Television Audience Index, Jan. Feb., 1951

MARGRET McDONALD talks the home-maker's language—and shows the way to better meal-planning and kitchen management. Another "first" for WBAP-TV, now moving into the third full year of afternoon programming on Channel 5. (1:00-1:45 p. m. Monday thru Friday.)

WBAP-TV
CHANNEL 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

Station
KRLD
TV
DALLAS

Serves
THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT. WORTH

Combined Population
DALLAS *and* **TARRANT**
COUNTIES . . .
920,500

NOW *there are*

109,264

Television Homes
in KRLD-TV's
Effective
Coverage Area

The **CBS** *Station*
for **DALLAS** *and*
FORT WORTH
this is why

KRLD
AM-FM-TV
Channel 4
is your best buy

The **TIMES HERALD** *Station*
National Representatives
THE BRANHAM COMPANY

telestatus

Mystery Programs Covered By Advertest Survey

(Report 160)

ADVERTEST Research, New Brunswick, N. J., made television mystery programs the subject of its March report on "The Television Audience of Today."

The investigative organization cast its trained eye on the New York City area only where it reported that as of March 1, 20 different mystery programs were being presented.

During the period March 6-13, Advertest interviewers contacted 759 TV homes in the metropolitan area.

Results show that two programs presented over WNBT (TV), *Lights Out* (Admiral) and *Martin Kane* (U. S. Tobacco), were most viewed. Placing third, fourth, and fifth were three shows telecast over WCBS-TV: *Suspense* (Auto-lite), *The Web* (Embassy) and *Big Town* (Lever Bros.).

In order of sponsor identification, the top five were *Martin Kane*, 42.3%; *Danger* (Amm-i-dent), 21.8%; *Big Story* (Pall Mall), 20.3%; *Black Cat* (Ford), 20.2%, and *Man Against Crime* (Camels), 19.9%.

Favorites, chosen on a point system, were listed in order as *Suspense, Martin Kane, Lights Out, Man Against Crime* and *The Web*.

* * *

'Star Theatre' Heads Nielsen Ratings

DURING two weeks ending March 10, *Texaco Star Theatre* reached a greater number and a greater percentage of TV homes than any other TV show, according to National Nielsen Ratings of the top 10 programs. Following is a tabulation of the nation's leading 10 teleshows, as reported in a Nielsen report published last week:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,154
2	Philco TV Playhouse	5,498
3	Fireside Theatre	5,142
4	Colgate Comedy Hour	4,952
5	Your Show of Shows (Crosley)	4,709
6	Pabst Blue Ribbon Bouts	4,692
7	You Bet Your Life	4,631
8	Your Show of Shows (Snowcrop)	4,550
9	Richard Rodgers	4,442
10	Martin Kane, Private Eye	4,373

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	61.3
2	Fireside Theatre	54.6
3	Philco TV Playhouse	50.7
4	Richard Rodgers	48.5
5	Colgate Comedy Hour	47.7
6	Your Show of Shows (Snowcrop)	46.8
7	Gillette Cavalcade	46.6
8	Kraft Television Theatre	44.5
9	Your Show of Shows (Crosley)	44.3
10	Your Show of Shows (Swift)	43.1

Copyright 1951 by A. C. Nielsen Co.

* * *

Video Therapy Aids Veterans' Recovery

TELEVISION affords therapy as well as entertainment to veterans at the Great Lakes Naval Hospital near Chicago. Sixteen sets are spotted throughout the wards, which house 1,700 patients. Dr. F. H. Ocko, chief of neuropsychiatric services, said television entertainment "very definitely has therapeutic value, especially in the closed section of the psychiatric wards."

"Here, where it is important for patients not to have too much time on their hands, the baseball and the football games, and the light entertainment of the variety shows, help supplement the regular recreational program. From the psychiatric standpoint, the men derive a tremendous amount of benefit from it."

TV helps men pass recuperating time, especially in the orthopedic and surgical wards, the doctor said.

* * *

Movies Top S. F. Fare In Tele-Que Survey

FEATURE movies were the most popular television fare in San Francisco last month, according to a survey by Tele-Que, West Coast research firm.

Three movie programs placed in the top 15 programs. Groucho Marx's *You Bet Your Life* led the variety shows, with the national favorite, Milton Berle's *Texaco Star Theatre*, placing only ninth in the San Francisco survey.

Only two local programs made the top 15—KGO-TV's *Armand*

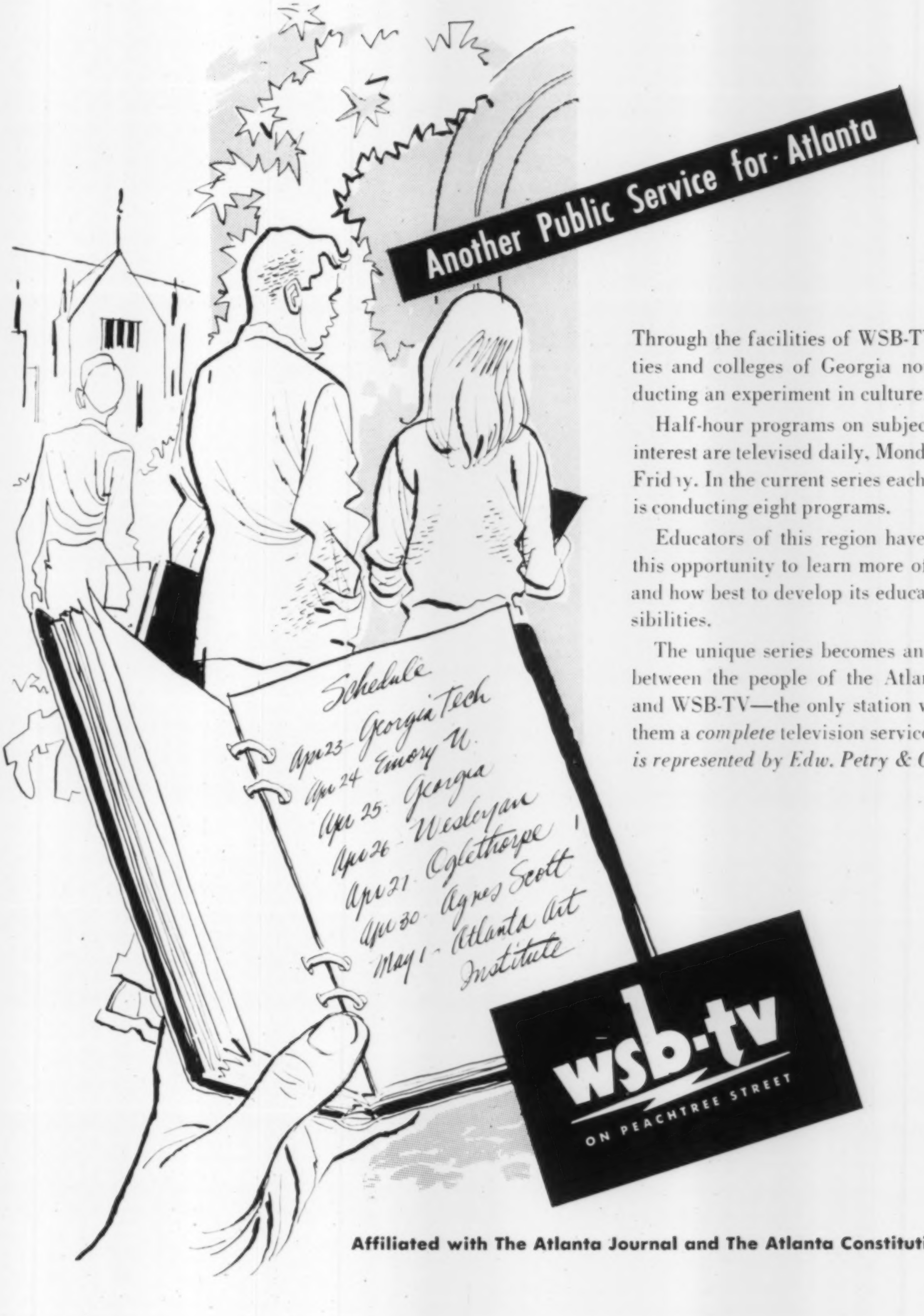
(Continued on page 88)

Weekly Television Summary—April 23, 1951 Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	50,590
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	292,095
Binghamton	WNBF-TV	36,230
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	14,900
Boston	WBTZ-TV, WNAC-TV	721,325
Buffalo	WBEN-TV	197,592
Charlotte	WBTV	72,145
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	888,034
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	53,855
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV , WWJ-TV, WXYZ-TV	445,679
Erie	WICU	52,255
Ft. Worth-Dallas	KBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids-Kalamazoo	WLAV-TV	111,929
Greensboro	WFMY-TV	63,949
Houston	KPRC-TV	73,710
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	140,000
Jacksonville	WMBR-TV	30,000
Johnstown	WJAC-TV	75,100
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	114,600
Lancaster	WGAL-TV	88,347
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	86,711
Memphis	WMCT	83,018
Miami	WTVJ	60,000
Milwaukee	WTMJ-TV	233,230
Minn.-St. Paul	KSTP-TV,WTCN-TV	251,100
Nashville	WSM-TV	26,712
New Haven	WNHC-TV	149,700
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	65,377
Oklahoma City	WKY-TV	79,495
Omaha	KMTV, WOW-TV	75,727
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,400
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	105,355
Richmond	WTVR	68,754
Rochester	WHAM-TV	79,210
Rock Island	WHBF-TV	53,855
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	42,600
San Antonio	KEYL, WOAI-TV	44,127
San Diego	KFMB-TV	91,000
San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Schenectady Albany-Troy	WRGB	147,000
Seattle	KING-TV	80,900
St. Louis	KSD-TV	282,000
Syracuse	WHEN, WSYR-TV	113,792
Toledo	WSPD-TV	125,000
Tulsa	KOTV	71,235
Utica-Rome	WKTV	40,700
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	253,760
Wilmington	WDEL-TV	59,901

Total Markets on Air 63 **Stations on Air 107** **Estimated Sets in Use 11,818,000**

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partically duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Another Public Service for Atlanta

Schedule
Apr 23 - Georgia Tech
Apr 24 Emory U.
Apr 25 Georgia
Apr 26 - Wesleyan
Apr 27 Oglethorpe
Apr 30 Agnes Scott
May 1 - Atlanta Art Institute

Through the facilities of WSB-TV universities and colleges of Georgia now are conducting an experiment in culture.

Half-hour programs on subjects of adult interest are televised daily, Monday through Friday. In the current series each institution is conducting eight programs.

Educators of this region have welcomed this opportunity to learn more of television and how best to develop its educational possibilities.

The unique series becomes another bond between the people of the Atlanta market and WSB-TV—the only station which gives them a *complete* television service. *WSB-TV is represented by Edw. Petry & Co., Inc.*

wsb-tv
ON PEACHTREE STREET

Affiliated with The Atlanta Journal and The Atlanta Constitution

Coy Hits NARBA Critics

(Continued from page 28)

Mr. Coy, "is a situation where, if we were to consider breaking the clear channels down, we would be faced with a severe loss of service in the United States—as under the old treaty—rather than a higher degree of protection—as under the new treaty.

"They are afraid that this provision protecting the interest of the United States makes their coveted clear channels more vulnerable to a new national policy."

Mr. Coy said it would be "glib" to suggest that the answer to these problems "is to engage in a power war."

"I think it can be stated as a fact which cannot be contradicted," he said, "that in the present state of the world, the United States government is not going to tolerate its broadcasters engaging in such a war with other countries in the North American region."

Turning to the Commission's proposal to lift the television freeze, Mr. Coy said that principal criticism of the plan seems to be directed toward the opening of UHF frequencies.

"Those who would like to see only VHF channels in use look down their noses at UHF and belittle its potential as a competitor to VHF," he said.

It was true, he added, that there were problems with UHF, such as power limitations and the possible effect of rough terrain of UHF coverage, but "I feel quite sure that UHF stations in the future will be able to cover almost any metropolitan area and a very large part of the rural areas with adequate television service."

Mr. Coy said that "to me the strong probability of early assignments in the UHF looks a bit more attractive than the prolonged and costly litigation in various cities of this country for the few VHF channels available."

He predicted that by the time UHF stations can be put on the air "there will be a substantial flow of receivers equipped to receive both UHF and VHF signals ready to go on the market." He thought also that most manufacturers will have converters available to adapt present sets to receive both VHF and UHF.

On the subject of color television, Mr. Coy said he was "confident that the decision of the Supreme Court will be to sustain the decision of the three-judge statutory court [which ruled for the FCC in Chicago in the suit brought by RCA] and that when they so do, there will be an end to the litigation in this field."

Looks for Color

He said he was "looking forward to the beginning of color telecasts . . . the most exciting and most effective communications medium ever devised."

"I think it can be of greater service to the American public than any other broadcast system," he said. "And other than that, it can become the most profitable medium to those broadcasters who will serve the public interests." He recalled criticisms made of the FCC color decision last year. "I particularly refer to those who cried that the Commission's decision was academic because there wouldn't be materials to build color sets anyhow," he said.

"These same prophets of gloom predicted that there would be such a terrific cutback of the television receiving set business that it would prevent manufacturers from retooling their plants to build sets that would receive both color and black and white in both the UHF and VHF."

Mr. Coy then cited figures showing that first-quarter 1951 TV set production was bigger than that of the first quarter of 1950—2,200,000 sets this year to 1,600,000 last—and that total production for 1951 seems destined to equal that of 1950.

"It is my view," he said, "that so long as television sets can be made, color in television need not be denied the American people. Likewise, I think it important that all television receivers should have provisions for receiving both a UHF and VHF television signal.

"I think it would be most unfortunate if the American people were sold something less than they were entitled to have."

Mr. Coy closed his address with a reference to the national defense emergency which he said broadcasters were facing up to realistically.

"In this hour of danger you are once again readjusting your normal peacetime operations and adding to your normal vexations the study of such knotty problems as security measures during air raids with perhaps the dropping of atomic bombs, the protection of your property to forestall anyone who might seek to use it to aid the enemy, materials shortages, manpower shortages and other disruptions," he said.

WLW-TELEVISION LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television—Cincinnati, Dayton and Columbus—are among the highest in the nation—

	Average Sets In Use*
CINCINNATI	13.9%
DAYTON	12.2%
COLUMBUS	11.1%

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience* WLW-TV Station	Leading Competitor
WLW-T Cincinnati	47.5%	37.4%
WLW-D Dayton	63.1%	26.2%
WLW-C Columbus	57.7%	24.3%

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex, December, 1950, 6:00 a.m.-6:00 p.m.

VIDEO SALES

Admiral Eyes Bank Loans

BANK LOANS to finance large inventories of TV sets which have backlogged at distribution and factory branches may be sought by the Admiral Corp., Chicago, President Ross D. Siragusa told stockholders at the annual meeting. He said the slump in sale of video sets is primarily attributable to federal credit restrictions provided for in Regulation W.

"Regulation W has killed television sales above the $250 level, and we're attempting to get Washington to relax the regulation. If it is, we'll be selling sets again to the average wage earner," Mr. Siragusa said. He reported the drop in TV sales may affect the company's overall 1951 profit.

Contributing to the drop in TV sales, in the president's opinion, were the controversy over color television, the 10% excise tax on receivers and shortages of materials. He reported that Admiral can sell all the low-priced table model units it can produce, but is limited in its production by a shortage of plastic from which the cabinet is made. The supply of steel and critical materials used in TV sets and appliances has dropped 25%, he said.

He charged the government has given most of the electronic contracts for the defense program to "non-electronic and old electronic manufacturers. People like ourselves have very small amounts of government business, compared with our civilian business. We can't expect defense work to take up the slack caused by loss of television sales until the end of this year."

Admiral's 1950 net earnings were $18,767,554, or $9.73 per common share. Company reported net income in the first three months of 1951 dropped to $2,403,344, or $1.25 per share from $4,158,449, or $2.16 a share, the year before. Earnings before taxes were $8,490,463 in the three months this year, compared with $6,751,892 a year ago. Sales went from $46,291,409 in 1950 to $70,321,548 this year. Mr. Siragusa said the company set aside reserves for taxes this year amounting to $3.16 per share, compared with $1.35 for the same quarter last year.

Business Session

(Continued from page 28)

hazard of similar restriction of free speech in this country.

Suggested FM stations and set manufacturers join in promotion campaign based on broadcast of transcriptions in which leading personalities endorse FM.

Reading of a proposed NARBA resolution set off the fireworks at the business meeting. All preceding resolutions had been adopted unanimously.

Mr. Sholis took the rostrum to protest. He said the record should show the meeting was sparsely attended, and asked that a ballot be taken by individual stations. "I want an actual record vote noted so I can say that to the Senate," he said. Reviewing his friendship with Chairman Coy, he said the Chairman had made reference to an "aggressive, subtle, self-serving campaign against NARBA."

That morning, he explained, CCBS members had voted funds for activity against ratification of the NARBA treaty. "There's nothing subtle about our position," he claimed. "We've been honest and straightforward. Clear channels exist today because you've got to have them. If rural listeners knew how they had been raped during AMS growth, we would still have 40 clears, we can't rape American listeners and sell out to Cuba.

"WHAS has long been a member of NAB. We believe in a trade association. We pay AM and TV dues. We believe this resolution is loaded. You're talking about a treaty that doesn't exist. This pact won't preserve orderly broadcasting. The State Dept. gave five Mexican clear channels to Cuba. I protest. There's a Cuban on our channel. What will Mexico say to us when this resolution gives the impression NAB wants NARBA ratified? I don't think NARBA should be injected into this trade association.

"If you adopt this resolution I have no choice. I will have to ask Barry Bingham and Mark Ethridge if we should pay $7,000 or $8,000 a year to NARTB. . . . If you force us out of the association it will be a sad day for the industry."

Mr. Sholis moved the motion be tabled, on a quorum call only 121 were counted, with 130 needed. The meeting was adjourned.

Text of the proposed Clear Channel resolution, as submitted by the resolutions committee follows:

Whereas the development and use of the radio spectrum has enlarged to the point that serious degradation of service can result from the uncoordinated assignment of frequencies among the several nations of the North American continent; and

Whereas many months of international conferences afforded an opportunity for all segments of the broadcasting industry to record their engineering conclusions toward effecting an international agreement; and

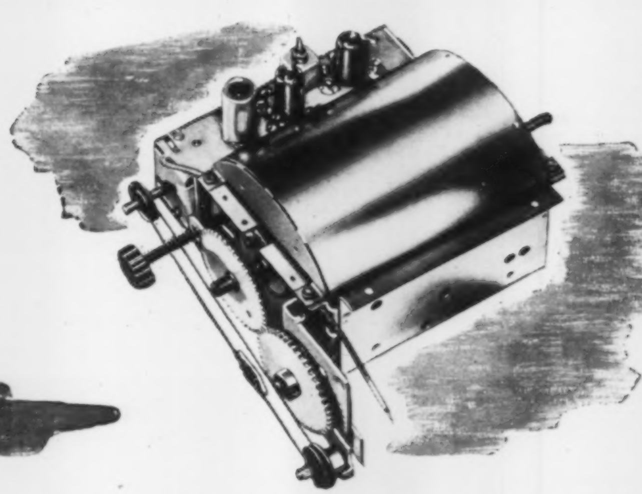
Whereas it is highly desirable that an effective and equitable treaty be consummated; and

Whereas the proposed NARBA is now before the United States Senate for treaty ratification;

Now, therefore, be it resolved that all radio broadcasters are urged to acquaint themselves with the provisions of the NARBA, and promptly express their individual views to the members of the United States Senate.

WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET . . . and only Zenith has it!



You sit anywhere in the room . . . blissfully relaxed . . . with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, *all* the necessary adjustments are made for you automatically, all at one time . . . and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all . . . this tuner is so much *more sensitive* that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is *no other tuner in television* so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith *is* different from all others . . . indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

• • •

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. **$369.95.** *Includes Federal excise tax. Prices subject to change without notice.*

ZENITH
"LONG DISTANCE" RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

Zenith Radio Corporation, Chicago 39, Illinois • *Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids*

TV Peril

(Continued from page 76)

tive vice president, Flamingo Films.

Charging that this is the time to take steps to avoid radio's mistakes, Mr. Outler said video station operators should "take out insurance now by protecting what we have for sale—programs produced by and under control of the station and which tie into a local audience."

Because of TV's rapid growth, a "mighty few of us have had to go out and peddle TV advertising on a basis of merit. Stations and programs have yet to face the problem of navigating between the rocks and shoals of the audience's privilege to pick and choose."

Telecasters should now build a foundation for future security, to tie the audience to a present frequency, add local impetus to set sales and increase circulation "which will justify the ever-increasing costs of program production," Mr. Outler said.

He charged too many stations are "content to be reporter stations for networks," and are therefore in "for rough sledding when some lean, keen competitor starts whittling away on the audience and the business." Although he is not against networking, and sees a need for "a backlog of network shows and some top-rated programs for window-dressing, it is program loyalty which carries a show" and live local shows build this.

"TV is its own best sales agent. Tomorrow we may not have the wish or the power to alter the thralldom and TV can become just another advertising medium rather than the tremendous force we know it to be," he concluded.

Five Basics Given

Mr. Wailes recommended five basics for new TV station men: (1) Resist temptation to overextend your original investment in studios and equipment; (2) keep the staff low in number, high in versatility, energy and enthusiasm; (3) make a continuous study of programming costs and substitutions without cutting quality or income of shows; (4) establish a fair and aggressive rate policy, and (5) avoid impulsive or ill-considered expansion of operating hours.

He noted prices have gone up 25% on coaxial cable, 15% on studio equipment and 20% on erection of towers, recommending that station managers operate within their means. The staff "should have a high degree of flexibility, and if you're in doubt about the need for another person, don't hire him." One or two-man shows are practical because of no rehearsal and low budgets. The speaker suggested hiring a well-qualified, experienced person to buy films, which are "tremendously important."

UHF transmitters will not be delivered by manufacturers for between 12 and 24 months, Mr. McDaniel reported. He said a 1 kw transmitter will cost from $70-$75,000, with another estimated $20,000 for an antenna. Larger transmitters of 5 and 10 kw are expected to cost between $130-$160,000, with later delivery because "we've still not licked the tube problem."

Manufacturers are "delighted" about the prospect of a TV thaw, and almost all have provided for UHF in sets in some way, he said. He estimated cost of conversion and installation from VHF at from $50 to $75. He predicted most manufacturers will have UHF sets or convertible ones in the stores "long before UHF stations go on the air."

Mr. Byers of NCAA, commenting on the group's official plan of experimental live telecasting which was announced Wednesday (see story page 78), was introduced by Mr. Hough, who said the public will make the final decision as to which sports it wants on TV. Mr. Byers charged the stand of the NCAA in its ban against live, simultaneous telecasting, has been "grossly misunderstood and misinterpreted." He explained that surveys have shown "conclusively" that live TV hurts gate receipts, and thus lowers operating revenue for college athletic departments.

"No one in collegiate athletics opposes television as such, and broadcasters have rendered us a magnificent service," Mr. Byers said. He feels that TV and colleges "will and must adjust to each other."

Jett Viewpoint

Mr. Jett, chairman of the discussion on "The Big Thaw," is "not too concerned about the relative value of UHF and VHF, as there is no other way to expand television on a national, competitive basis. The sooner we use UHF, the better it will be for television." Speaking on the same subject, Mr. Guy of NBC said the FCC's new proposals "show the Commission has listened to and weighed the evidence carefully, and the time has come to support it." He termed it "inconceivable that the Commission could cover that much ground and still satisfy everyone." He said the rules were sensible and the planning sound. Although he would like to see changes made, "they are not of sufficient importance to discuss further in the light of getting on with the job."

Mr. Goldsmith submitted sketches of a counter plan which will be recommended by DuMont. It provides for 31 of the first 50 markets (rather than seven) having more than four stations; for closer and "more efficient" spotting of stations; for an upset of 19 rather than 31 stations into other VHF channels, and permission for educational stations to accept commercial sponsors. He sees "serious policy errors in the Commission's thinking."

Mr. Latham of WKRC-TV Cincinnati and Mr. Murphy of Crosley and WLWT-TV Cincinnati contrasted activity in that town. Mr. Latham pointed out that competition has been "rough," but said it has made money for all, created audiences, sold sets and forced good programming.

Mr. Murphy described the WLWT operation, which takes the air six days weekly at 7:30 a.m. and at 10:30 on Sunday. Morning programming, in his experience, "definitely pays."

Mr. Lemon's station, WTTV (TV) Bloomington, was discussed as a small city operation. He recommended that NARTB compile case histories of smaller stations in booklet form for the use of new or planned stations, as "the vast majority of video stations will be in relatively small communities."

Another suggestion was made to the NARTB by Mr. Brown of Bing Crosby Enterprises who would like to see a standard of TV film practices set. He said producers frequently complained of reels being returned weeks after they are run, film cut and the cut portion not returned, wrong reels are sent back, film is clipped mid-scene for insertion of a commercial. He also cited a need for a glossary of terms "so we can all understand each other." Mr. Shupert, who introduced the speakers, spoke of the increasing value of film on TV, but commended networking also. He noted that Gen. MacArthur's speech before Congress Thursday was telecast in movie houses in Chicago, New York, Detroit and Minneapolis.

Mr. Weintraub suggested that stations buy films, and that film producers bypass agencies and clients. In this way, stations can control their programming. Mr. Mitchell, representing United Artists Corp., told of "fantastically high film production prices" which have to be geared to the rising time costs. He predicts national advertisers will stay with live network shows, but films will be used more and more by national spot, regional and local clients.

WAAM BOARD

Local Advisers Named

COMMUNITY leaders will have a say in the future activities of WAAM (TV) Baltimore. This was announced last Wednesday by General Manager Ben Carter with formation of a Program Advisory Board, made up of prominent members of religious, educational, civic and cultural groups.

Mr. Carter said the board will counsel the station on its activities "in the public interest, convenience, and necessity." It will function individually or as a group.

Dr. Detlev W. Bronk, president of Johns Hopkins U., is chairman. A meeting of the board members will be held at an early date, it was announced. Members of the board, in addition to Dr. Bronk, are as follows:

EDUCATIONAL: Milson C. Raver, executive secretary, Maryland State Teachers Assn.; Rev. Dr. Leo J. McCormick, superintendent, Bureau of Catholic Education, Archdiocese of Baltimore (also in religious category); Dr. Franklin Dunham, chief of radio-TV, Office of Education, Washington, D. C.

CIVIC: George L. Radcliffe, president, Maryland Historical Society (former U. S. Senator); Gerald Wise, Baltimore, general manager, Sears Roebuck & Co., and member, Baltimore Park Board; Henry P. Ir president, Baltimore Federal Savings & Loan Assn., member, Governor's Committee for the Study of the Reorganization of the State Government; William G. Ewald, executive vice president, Retail Merchants Credit Bureau; John J. Dickman, director, Middle Atlantic Region, The National Conference of Christians and Jews Inc. (also religious).

CULTURAL: Wilbur H. Hunter Jr., director, Peale Museum; Dr. Reginald Stewart, director, Peabody Institute, conductor, Baltimore Symphony Orchestra.

RELIGIOUS: Dr. Leon Sachs, executive director, Baltimore Jewish Council; Rev. Willis R. Ford, executive secretary, The Council of Churches and Christian Education of Maryland-Delaware Inc.

TV MICROWAVE

Ohio Link Set For May 14

MICROWAVE TV link between Cincinnati and Dayton is being installed by the American Telephone & Telegraph Co., according to Philco Corp.'s William Balderston, president. The Philco relay will supplement existing TV channels in the section with starting date for the new channel set at May 14.

Similar short-haul links reportedly have been supplied to AT&T by Philco for TV network service between Cherry Valley and Binghamton, N. Y., and between Richmond and Norfolk, Va. The New York system has been carrying TV broadcasts since March; the Virginia system for more than a year, Mr. Balderston said.

Philco also announced that a voice system, for which it will furnish equipment to AT&T, is scheduled for installation between San Antonio and Austin Tex., within the next few months.

WLWT Names MCA

SEEKING to enter the national network picture with several originations from the Queen City, WLWT (TV) Cincinnati has announced the appointment of Music Corp. of America as its representative. John T. Murphy, director of television operations for Crosley Broadcasting Corp., said the move is designed to put WLWT in the same position as that enjoyed by WLW in the early days of radio, and that four of its telecasts are being considered by MCA and the station for sale as network originations. WLWT is a member of the Crosley three-station Ohio Network which also includes WLWD (TV) Dayton and WLWC (TV) Columbus.

Video Priorities

(Continued from page 75)

the TV board was ratified by the membership.

Summary of the resolutions follows:

Freedom of contract negotiation demanded in college football telecasts, with NCAA ban on live telecasts viewed as having questionable legality; favored legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-supported institutions.

Cooperation voted with government air-raid alert procedure, with committee to be named to attain least possible interruption during alerts.

Five-point resolution on FCC allocation plan: FCC commended for action toward thaw, with cooperation offered; principles of pre-determined allocation endorsed; board authorized to name engineering committee to make recommendations to board; endorsed case-by-case method of license granting and opposed plan of reserving channels for educational purposes; endorsed portions of freeze-lifting statement.

Thanked Mr. Wilson for closed-circuit address to convention.

Urged cooperation with armed forces in reporting world events.

Award Winners

Seven co-equal winners of TV program awards were announced Thursday during the TV luncheon held at the Stevens Hotel. They were selected from a field of 74 entries from 30 stations. Awards were presented by Mr. Swezey, TV board member, who presided at the luncheon.

The contest was originated by NARTB to encourage development of low-budget local shows with advertiser appeal.

Judges were Elon G. Borton, president, Advertising Federation of America; Lynn Poole, Johns Hopkins U. public relations director; William Brooks Smith, advertising director, Thomas J. Lipton Inc.

Winners were: KRLD-TV Dallas, *Opportunity Knocks;* WCPO-TV Cincinnati, *Paul Dixon Music Shop;* WFIL-TV Philadelphia, *University of the Air;* WSB-TV Atlanta, *Rich's in Your Home;* WTMJ-TV Milwaukee, *Gran'pa Graf Cartoon Club;* WTVJ (TV) Miami, *Quick on the Draw;* WXYZ-TV Detroit, *Charm Time-Charm Kitchen.*

PTA's Radio-TV Panel

RADIO and television for the first time will be represented at an annual convention of the Oregon Parent-Teachers Assn., when that group meets at Seaside, April 24. Alan Courtney, NBC Hollywood station relations contact, is to be one of the principal speakers and will discuss the educational aspects of television. William H. Sener, manager, KUSC (FM) Los Angeles, is to relate how USC utilizes facilities of that station for educational purposes. Jennings Pierce, general manager, KMED Medford, Ore., and former NBC Western Division station relations manager, is PTA radio chairman.

Film Report

CONSOLIDATED TELEVISION Productions, Sunset Blvd. and Van Ness Ave., Hollywood announces that its release of *Jump Jump of Holiday House* to national markets has been coupled with a complete accessory and premium package which is designed to make it possible for any sponsor to build community interest in the show and encourage point-of-purchase interest. . . . CTP also announces that *Cyclone Malone* is available to agencies, sponsors and stations for presentation at local costs. According to firm, both of the children's series have been approved by PTA and other child-interest organizations.

* * *

NATIONAL ASSN. of Manufacturers has lined up TV stations in 53 markets to carry its weekly *Industry on Parade*, now in its third 13-week cycle of production, according to **G. W. Johnstone,** radio-TV director. The series was launched six months ago in 43 markets.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed 20 TV film shorts—five featuring **Theresa Brewer,** singer; five with **Ada Leonard** and All Girl Orchestra; five with **Burl Ives** and five with **Les Brown** and orchestra.

* * *

UNITED TELEVISION Programs will handle sales distribution of *Cowboy G-Men*, 30 minute TV adventure film series being produced by **Telemount Pictures Inc.**

TVA STRIKE

May Agree With KFI

EARLY settlement of the TVA strike against KFI-TV Los Angeles [BROADCASTING • TELECASTING, April 9] became a possibility last week when Earle C. Anthony, station owner, announced he would recognize the union as bargaining agent for the majority of the station's performers and discuss contract terms with the union.

Reversal of Mr. Anthony's stand —he had previously refused to recognize the union on grounds it did not represent a majority of performers—came as result of a quarter-hour telecast put on KFI-TV by TVA April 14 in which more than a majority of KFI-TV performers announced affiliation with the union. This evidence Mr. Anthony accepted as satisfactory. He had earlier insisted upon certification by NLRB election.

Union and station representatives met last week to study contracts. TVA insists the station accept the same contract terms as those recently signed for by six other local stations. In the meantime, pickets still remained in front of KFI-TV studios, and will continue their march until a contract agreement is reached, according to a TVA spokesman.

Summer TV

(Continued from page 75)

9-10 p. m. at $17,000, and *Doodles Weaver Show*, 10-10:30 p.m. at $6,800.

General summer shows lined up by NBC "for modest budgets and warm-weather viewing" include: *Vacation Wonderlands*, a half-hour travel show being offered at $1,025 net; *Country Store*, $1,500 net for one half-hour or $3,500 for five quarter hours, plus cable costs of about $400 a week for one half-hour or $1,200 a week for five quarter hours; *Women Are Curious*, a daily show at $2,125 net for one half-hour; *Bill Stern's Sport Show*, $2,525 per half-hour; *Puzzle the Panel*, with Clark Kinnaird of King Features Syndicate as master of ceremonies, offered at $2,800 per half-hour; *What Happens Now*, a series of live dramatic sketches, at $3,400 per half-hour; *Cameo Theatre*, $5,925 per half-hour; *Name It and Claim It*, $6,625 per half-hour; *Quick as a Flash*, $7,000 per half-hour; *NBC Summer Theatre*, $7,750 per half-hour; *Midwest Hayride*, $7,500 per hour, plus about $500 a week cable costs; *Stadium Concerts*, featuring the Lewisohn Stadium Orchestra, at $8,875 for one hour or $11,300 for two; *The Clock*, half-hour at $9,025 in Hudson Theatre or $8,300 in Studio 3-B; *Stars And Starters*, talent show at $5,375; *Watch the World*, with John Cameron Swayze, at $5,975 per half-hour; *Major League Magic*, baseball feature at $3,575 per half-hour; *Flashback*, featuring John Daly in "interviews" with great personalities of history, at $4,950.

Meanwhile, ABC-TV outlined some of the filmed programs which will be among its summer features. Many of them are being produced by some of the nation's major industries. In addition the public health telecasts will be produced by such organizations as the American Cancer Society, it was pointed out.

Industries for America, a 13-week series of half-hour films, will touch on virtually all principal facets of American industries in depicting the wartime and peacetime potentials of such industries as railroads, shipping, public utilities, commercial fishing, etc., the network said.

Natural Beauty

Another 13-week series, *America in View*, will stress the natural wealth and beauty of various states and regions, while *Democracy's Might*, also a 13-week series, will employ films offered by the armed services to explain how the U. S. is prepared to face any threat.

ABC-TV also is planning a film series on *America's Health*, with the cooperation of the Cancer Society, the National Foundation for Infantile Paralysis, and similar groups.

Scouting in Action, also to run for 13 weeks, will show the work and program of the Boy Scouts.

Other public service presentations will include films obtained from the major airlines, three universities, the Columbian Fathers, Maryknoll Father, the U. S. Chamber of Commerce, and the U. S. Weather Bureau, ABC said. A new *Marshall Plan in Action* series also is scheduled.

SMPTE MEET

Codes to Be Studied

ESTABLISHING performance and safety regulation standards for large-screen theatre television will be among the topics of technical papers presented at the society of Motion Picture and Television Engineers' 69th semi-annual convention, April 30-May 4, in New York.

Fourteen additional papers devoted to television production, recording and reproduction were scheduled for May 1 presentation.

"Random Noise Requirements for Theatre Television" by Pierre Mertz of Bell Telephone Lab will evaluate permissible random noise and suggest a limit "comparable to graininees effects in motion pictures, but slightly more severe than published performance on TV camera tubes," it was announced.

Safety measures for theatre TV installation and operation will be outlined by Samuel R. Todd, of the board of examiners of the City of Chicago. Projection room and studio safety requirements also will be covered.

W. D. Kemp of the British Broadcasting Co. will report on TV recording in England, and SMPTE's Committee on TV Films and the joint RTMA-SMPTE Committee on TV Film Equipment also will make reports.

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Telestatus

(Continued from page 82)

Girard Show and KRON-TV's *Alvino Rey Ford Time Show* placing 11th and 15th, respectively. The top 15 were:

1. Star Time Theatre
2. You Bet Your Life
3. Life With Linkletter
4. The Lone Ranger
   Twenty Questions
5. Par-T-Pak Theatre
6. You Asked For It
7. Martin Kane, Private Eye
8. Trupak Movie Time
9. Texaco Star Theatre
10. Gene Autry
11. The Armand Girard Show
12. Ford Star Revue
13. The Cisco Kid
14. Stars Over Hollywood
15. Ford Time—Alvino Rey

* * *

Berle Show Leads Videodex Report

TEXACO Star Theatre led the "Top Tens" in the Videodex National Report for March 1-7, with 60.3% of TV homes in 61 cities.

The full report is as follows:

"TOP TENS"

		% TV Homes
1.	Texaco Star Theatre (61 cities)	60.3
2.	Talent Scouts (23 cities)	47.7
3.	Comedy Hour—Tony Martin (57 cities)	45.0
4.	International Boxing—Charles vs. Walcott (52 cities)	44.5
5.	Arthur Godfrey and Friends (49 cities)	40.6
6.	America Applauds Richard Rodgers (47 cities)	40.5
7.	Fireside Theatre (44 cities)	40.3
8.	Your Show of Shows (56 cities)	37.9
9.	Mama (30 cities)	36.6
10.	Boxing—Gillette (34 cities)	36.3

		# TV Homes (000's)
1.	Texaco Star Theatre (61 cities)	6,680
2.	Comedy Hour—Tony Martin (57 cities)	4,773
3.	International Boxing—Charles vs. Walcott (52 cities)	4,662
4.	Arthur Godfrey and Friends (49 cities)	4,107
5.	Your Show of Shows (56 cities)	3,977
6.	Talent Scouts (23 cities)	3,972
7.	Fireside Theatre (44 cities)	3,887
8.	America Applauds Richard Rodgers (47 cities)	3,849
9.	You Bet Your Life (61 cities)	3,661
10.	Studio One (51 cities)	3,475

* * *

Boxing Is Champ March Multipulse Reports

BOXING headed the top 10 types of TV programs for March 1-7, Multipulse Program Trends reported last week. Quiz-audience participation and women's interest programs increased most during March as a whole, while less time was devoted to basketball, talent programs and musical variety, it was reported.

TOP TEN PROGRAM TYPES, MARCH 1951

Type	Rating
Boxing	32.3
Talent	19.3
Westerns	19.2
Drama & Mysteries	17.6
Comedy-Variety	15.9
Musical Variety	15.5
Comedy Situation	15.2
News	11.8
Kid Shows	11.6

* * *

'Star Theatre' Tops Trendex April 1-7 Report

TEXACO STAR THEATRE headed the top 10 Trendex Ratings for sponsored network television shows the week of April 1-7.

Ratings, based on single live telecasts during the week:

1.	Star Theatre—Gleason	53.0
2.	Godfrey's Talent Scouts	47.8
3.	Fireside Theatre	44.1
4.	Jack Benny	41.4
5.	Your Show of Shows	37.5
6.	Philco TV Playhouse	36.5
7.	Martin Kane, Private Eye	34.7
8.	Godfrey 'n' Friends	33.7
9.	Cavalcade of Sports	33.3
10.	Man Against Crime	33.3

WCAU-TV Rates

WCAU-TV Philadelphia rates were listed incorrectly in BROADCASTING • TELECASTING, April 16. The figures listed were included in a tabulation supplied by The Katz Agency, national sales representative of 15 TV stations. At the time it supplied the table, the Katz Agency pointed out that some stations may have changed rates since compilation of the table. The correct rates are one minute, $220; five minutes, $300; 15 minutes, $480; 30 minutes, $720.

Studies Texas Market

COMPLETION of an analysis of the Spanish-American market in Texas, indicating the buying habits, general economic level, language preferences and areas of concentration of the Spanish-American population of the state, was announced last week. The study also provides listenership and readership comparisons for Spanish language stations and newspapers. Copies of the survey are available through National Time Sales, 17 E. 42nd St., New York 17.

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upcoming

April 24: McFarland Bill (S 658) hearings resume, Room 1334, New House Office Bldg., 10 a.m., Washington, D. C.

April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.

April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.

May 2-3: Ohio Assn. of Broadcasters Annual Management Meeting, Deshler-Wallick, Columbus.

May 2-4: Assn. of Canadian Advertisers 36th Annual Meeting, Royal York Hotel, Toronto.

May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.

May 3-4; Virginia Assn. of Broadcasters Annual Meeting, The Homestead, Hot Springs, Va.

May 3-6: Ohio State Institute for Education by Radio-Television 21st Annual Session, Deshler-Wallick Hotel, Columbus.

May 15: BMI Clinic, Springfield, Ill.

May 16: BMI Clinic, Milwaukee, Wis.

May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.

May 18: BMI Clinic, Indianapolis.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

FILM INDUSTRY

Applicants 'Not Prejudiced'

FCC emphasized to Sen Alexander Wiley (R-Wis.) that its March 28 report setting up a uniform procedure in considering certain applications did not mean the agency was "prejudging" applicants. The point was stressed in an April 13 answer to the Wisconsin Congressman who previously had directed a letter to the FCC saying the Commission "in effect indicted" the motion picture industry [BROADCASTING • TELECASTING, April 9].

The FCC noted that the report was to set forth "basic principles" in handling applications involving violations of law other than the Communications Act, and declared:

> **As you will note, we were very careful in the report to make clear that we were not prejudging any application and most assuredly there was no intention to indict any party involved in the proceeding. We were careful to state . . . that each case must be determined on its individual merits and as we pointed out in Paragraph 9, we do not believe that the outcome of such a determination should be prejudged by the adoption of a general rule forbidding any grant in all cases where unlawful conduct of any kind or degrees can be shown.**

The Commission also said it thought it "only fair" to apprize motion picture interests of these reports and the questions which have been raised.

FCC denied any violation of the Administrate Procedures Act and pointed to rights it had under the Attorney General Manual on the Act. Further, the Commission advised that required publication was given in the *Federal Register*.

Congress and TV

(Continued from page 77)

were passed between key members of the Rules Committee when Rep. Javits made his appearance to the effect that "they are trying to make a circus out of Congress."

In an impassioned approach, Sen. Johnson's opinion sums up what is perhaps the general feeling among key lawmakers. He compared the question of telecasting hearings to the Gallup Poll which samples opinion. He believed that to sample or "outline" the legislative processes by highlighting the colorful or more stimulating hearings while dimming the average, perhaps dull, hearings, would possibly give a disservice to the public. Greatest danger, he thought, was in selectivity of hearings. In other words, which of four or five hearings might one network or station decide to pick up? Thus, the desired over-all perspective is lost.

In the case of the Kefauver committee telecasts, Sen. Johnson commended them in exposing crime and corruption while pointing up the existence of "crooked politics." Sen. Johnson said he realized there are two sides to the question, that there is an issue wherein radio and the press are not barred as a rule from public hearings.

Questions Procedure Code

He doubted the wisdom of setting up any sort of "code of procedure," as requested by Sen. Wiley. He said it was improbable that the televiewer's interest could be sustained over any period of time in instances where the ordinarly committee proceedings actually display the mechanics of government inquiry.

Meanwhile, the Senate Crime Investigating Committee, due to expire April 30, may get a new lease on life. Sen. Wiley has introduced a resolution (S Res 129) to extend the committee into January of next year. Sen. Estes Kefauver (D-Tenn.), it is understood, may ask Congress this week to establish a standing group or "commission" as a substitute. This joint Congressional committee would act as a watchdog on crime according to the Senator's thinking.

WDOR CONSTRUCTION

Ground Breaking Held

GROUND-BREAKING ceremonies for WDOR Sturgeon Bay, Wis., were held April 7. The new daytime station, which will operate on 910 kc with 500 w, was granted a construction permit by FCC March 7. Permittee is Door County Broadcasting Co. Inc.

Edward Allen Jr. is president of Door County Broadcasting. Vice president is Frank H. Kellner and W. L. Thenell is secretary. A number of civic and business leaders of Sturgeon Bay attended the ceremony.

programs promotion premiums

FOR THE RECORD

WBOW Terre Haute, Ind., distributing 6½-inch records aimed at children listeners to promote show sponsored by Johnny Hays Ford Corner. Recorded voice tells children to listen to station and urge Mom and Pop to listen also; to remember safety rules in crossing streets, etc.; and to obey parents. End of each recorded side tells child to "turn the record over." Reverse side of record presents singing commercial for Johnny Hays Ford Corner (Ford dealer).

• • •

SCHOOL QUIZ SHOW

KTTV(TV) Los Angeles, *Alert for News* 10:15-10:45 p.m. Sponsored by Thrifty-Mart, Fitzsimmons & Roberts, L.A. Agency: McElroy Adv., L.A. News quiz program featuring Newscaster Knox Manning as moderator of panel of four students chosen from Los Angeles high schools. Students, picked on basis of scholastic records and participation in extracurricular activities, will be quizzed on current news of day. Points will be given according to success of answers offered, with students gaining most points being awarded war bonds. Raleigh Langley produces program. Jack Caldwell directs.

• • •

TEACHERS TOUR

WNHC-TV New Haven was host to 36 Connecticut teachers desiring close-up of TV station operation on April 12, "Business-Industry-Education Day" in Connecticut. Jim Milne, manager, and Garo Ray, vice president and engineer, led group in tour of station facilities and played host at luncheon. Patrick J. Goode, station president, and Aldo DeDominicis, secretary-treasurer, continued tour in afternoon.

• • •

SHOW BOOKLET

ASSN. of American Railroads, Washington, distributing booklet about its *Railroad Hour* on NBC. Piece has pictures and background on singers that appear, directors, conductor, writers, announcers and others who put show on the air. Also included is list of musical shows presented on program since 1948, and list of stations carrying program.

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PAUL W. McCOLLISTER, *General Manager*

DRINK, DRINK, DRINK

WLYN Lynn, Mass.'s, *Breakfast Show* emcee, Dave Mann, is running a successful contest among listeners who are asked to count the number of times the word, "drink," appears in Mitch Miller's Columbia recording of "Cider Night." During the first three days more than three bags of mail were received. (Incidentally, drink is mentioned 35 times.)

★ ★ ★

SPRING FESTIVAL

KWK St. Louis, in conjunction with the *St. Louis Globe-Democrat*, is sponsoring a musical "Spring Festival" May 6 at the Kiel Auditorium Opera House. More than 1,000 talented teen-agers representing 27 St. Louis area high schools are expected to participate. "Spring Festival" is the culmination of a series of weekly high school broadcasts known as the *High School Revue*, aired over KWK.

★ ★ ★

HOME SHOW

WMAY Springfield, Ill., claims it had the largest exhibit at the Home, Sports and Travel Show, held there April 1-8, which it covered on the air for listeners. Station's staff supplied entertainment throughout show, including several on-the-spot interviews. In addition to local live programs, WMAY also broadcast election returns of Chicago mayoralty and other contests.

• • •

INFORMATION SERIES

WCKB Dunn, N. C., has begun a series of information programs entitled, *Freedom Is Everybody's Business*. For the opening session, April 5, a State Dept. representative, Richard Friedman, information specialist of the Div. of Public Liaison, flew from Washington to speak. Civic officials and local newspapers have singled out Jim McMillen, WCKB news director, for the lion's share of credit.

• • •

SPECIAL RADIO SECTION

KMCO Conroe, Tex., was feature of four full-page special radio section of *Conroe Courier* April 12. Section reported service station renders to community. It also contained pictures of station personnel and featured full week schedule of programs heard on station.

• • •

'WHAT'S COOKIN'

WBT Charlotte, N. C., sending brochure to trade and advertisers headed "What's Cookin' in the Carolinas?" Piece features Master of Ceremonies Kurt Webster, with pictorial review of different functions he has presided over along with pictures and testimonials from listeners. Front has drawing of Mr. Webster wearing chef's hat and stirring boiling pot with microphone, standing on outline of state.

• • •

THE BIG SWITCH

WCOL Columbus, Ohio, has switched the Ol' Doc Lemon show and *Kimball's Korners* show starring Emerson Kimball. Shakeup was due to agreement that both would like to change times. Mr. Lemon had always been early morning man until he came to WCOL, and now he will be heard Mon.-Fri., 6:15 to 9 a.m. and at 4 to 6 p.m. He also handles late show at night, five days weekly. *Kimball's Korners* will switch from early morning time to 1:30-2:30 p.m. segment.

• • •

FULL OF FACTS

KFYO Lubbock, Tex., sending trade loose leaf notebook full of facts on station advertisers and coverage. Piece has pictures, charts, drawings and letters from advertisers. Cover is done in maroon with call letters in black and gray.

• • •

INDUCTION ON TV

WNBK(TV) Cleveland telecast induction of 50 young men into armed forces. Program was shown to bring attention to city's "Ciggies for Sammy" campaign. Program urged cigarette buyers to purchase two packs, one for themselves and one for inductees, to be dropped into special boxes.

• • •

SINGING CONTEST

KGO-TV San Francisco, *Hoffman Hayride*, Wed. 8 p.m., Hoffman Radio Corp. Cowboy Star Dude Martin starts "Sing-Down" contest to select new singer for Hoffman Hayride band. Two contestants will appear on each weekly TV show, winner to be selected at end of nine weeks.

• • •

LOTS OF PROMOTION

KDKA Pittsburgh using new "Point-of-Purchase" promotion campaign with three-sheet billboard ads, transit ads tying in with newspaper ads, direct mail and radio announcements. Billboard and transit ads are concentrated in residential area, aimed at women shoppers, and men coming home from work. Network as well and local shows are being pushed.

• • •

CIVIL DEFENSE

TWO aluminum producing plants of Reynolds Metals Co. have become heavy users of radio in Pacific Northwest. Longview, Wash., and Troutdale, Ore., plants are jointly sponsoring *Northwest Alert*, civil defense documentary on 10 stations of Viking Network. Half-hour series was created by Viking Network specifically for Reynolds. Viking affiliates carrying program are KWJJ and KPFM Portland, KOCO Salem, KRUL Corvallis, KASH Eugene, KTIL Tillamook, KNPT Newport, KMCM McMinnville, KRCO Prineville, and KELS Kelso.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE

Are An *IDEAL, LOW COST*

Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. AL, Midland, Mich.

Please send free samples and full information about "window-back" Sight Savers.

Name ....
Company ....
Address ....
City .... State .....

Paul Morency: A Radio Veteran

ONE OF the youngest executives in the broadcasting field 'way back in 1929, when the nation plunged over an economic precipice, finds himself vested today with the unenviable task of seeking to stabilize an economically troubled industry.

Election of Paul W. (Fritz) Morency, retiring NARTB District 1 director, as chairman of the new Affiliates Committee means this chore will not fall on inexperienced shoulders.

Mr. Morency, who now is a radio veteran of long-standing battles on many fronts, is heading up a committee whose urgent purpose is to convince CBS of the wisdom of effecting a moratorium on its proposed rate cuts and to urge ABC, NBC and MBS to withhold reductions. His group will attempt to re-evaluate the whole network rate structure.

In his long association with WTIC Hartford, Conn., which began in December 1929 as general manager and bridges the present as vice-president and general manager, Mr. Morency has grappled with a complex variety of problems.

Early NAB Worker

Through the years he has participated in discussions involving industry-AFM labor relations, programming, the revitalized NARTB (NAB) Code of Standards of Practice and a host of other problems.

Observers might well speculate that anyone who has attempted to deal face-to-face with AFM President James C. Petrillo, as Mr. Morency did in 1946 and later, should take his latest assignment in stride. It's another crisis, to be sure, but he has been through them before.

His many friends are confident that, if a quarter-century experience on the firing line is any barometer, radio will not be sold short.

Mr. MORENCY

The WTIC executive's service to the industry included several terms on the NAB board and chairmanship of the NBC Stations Planning and Advisory Committee and NAB Radio Committee—chairmanships he held within the last five years. Mr. Morency was named to head the NBC group in 1948 after a year's service.

Mr. Morency also has compiled an enviable record while at WTIC, originating the Farm Youth Program and other noteworthy features which have captured the popular local interest.

A recent fitting tribute to his service in the radio industry is also attested by the fact that Mr. Morency was one of the key choices of the NARTB selection committee for presidency of the group.

Mr. Morency's wealth of experience dates back to the early days of both broadcasting and NAB itself. When he became general manager of WTIC in 1929, he was only 30 and at that time, one of the youngest executives in any major broadcasting station.

In the first three years of his managership, WTIC developed into an outstanding New England radio institution, and was a frequent originating point for NBC network programs. Mr. Morency was a prime mover in organizing NBC's radio arm in the region.

He served as director, and in 1931-32 as vice president of NAB. Mr. Morency was chairman of its copyright committee which engaged in negotiations with ASCAP. As far back as 1927, after arranging a broadcast series relating to educational subjects for KYW Chicago, Mr. Morency was invited by L. S. Baker, then managing director of NAB, to become its traveling representative as field service manager.

During World War I, he served with the famous Rainbow Division, spending 18 months overseas. He was graduated from the U. of Chicago with a Ph. D. in 1923. Before going into radio he was associated with the *Chicago Evening American's* advertising department where he was placed in charge of educational advertising for the paper.

FOR THE LATEST
WCKY SUCCESS STORY
➤ *See Centerspread This Issue* ➤
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Affiliates Unite on Rates

(Continued from page 15)

program service in which they will sell schedules of spot commercials.

Network adventures in spot broadcasting, already undertaken on a limited scale, were bitterly protested last week by Edward Petry, president of Edward Petry & Co., station representative firm (see story page 18).

BROADCASTING • TELECASTING's informant stated he could not guess what shape future network patterns would take, but he emphasized that one thing was sure: Networks will not let themselves fall into an economic situation in which they suffer substantial losses on their network operations. They will go out of the network business before that day comes, he said.

One element in the under-the-table, cut-rate deals that networks have been offering advertisers in the madcap struggle for business is the not uncommon practice of selling programs at less than the actual talent cost. This subject was not treated specifically by the network executive, but it received considerable attention at the Wednesday meeting of the affiliates.

The vice president of an NBC affiliate pointed out that in some cases networks absorb as much as half the talent cost in order to sell the show to an advertiser.

In the case of a show with a talent budget of $10,000 a week, that means the network has cut the cost to the advertiser by $5,000. It seemed wishful thinking to this station executive that a cut in time charges of the magnitude of CBS' would be a swaying inducement to an advertiser already accustomed to be given 50% reductions in talent prices.

High Priced Talent

Another leading broadcaster (an NBC affiliate) put his finger on one of the most obvious sources of economic distress confronting the networks. He said networks have made commitments to high-priced talent that no longer can command on the open market anything like the salaries the networks have obligated themselves to pay.

He reported that the situation had deteriorated so badly that in some cases big advertisers were asking competing networks to submit sealed bids, with the account to go to the lowest bidder.

(BROADCASTING • TELECASTING learned that such a sealed bid request recently came to the networks from Lever Bros., whose media director, George Durant was chairman of the Assn. of National Advertisers Radio-TV Committee that a month ago renewed the proposal for drastic radio rate reductions in TV markets.)

This broadcaster introduced a resolution putting the meeting on record "memorializing all networks that now is not the time for rate cuts of the most powerful medium in the country; that radio still is delivering more audience per dollar than any other medium, and that no rate cut should be contemplated now or in the foreseeable future." The resolution was unanimously passed.

The meeting of the affiliates brought expressions of opinions from some of the most distinguished veterans of broadcasting, some of whom occasionally have been conspicuous dissenters in industry policies. All, however, rallied to protest summary rate cuts and call for a research study into radio prices.

Among them, in addition to Mr. Morency, were Arthur B. Church, president of KMBC Kansas City (CBS affiliate); Stanley E. Hubbard, president and general manager, KSTP-AM-FM-TV St. Paul (NBC); Walter J. Damm, vice president and general manager, WTMJ-AM-TV Milwaukee (NBC), and George B. Storer, president of Fort Industry Co. stations (CBS and NBC).

Other Speakers

Others who spoke at the meeting included Jack Harris, general manager of KPRC-AM-FM-TV Houston (NBC); Edgar Kobak, president, WTWA Thomson, Ga. (MBS), and chairman of the board of BAB; Frank Webb, general manager, KFH Wichita, Kan. (CBS); Hulbert Taft Jr. vice president, WKRC-AM-FM-TV Cincinnati (CBS); William B. Quarton, general manager, WMT Cedar Rapids, Iowa (and member of the CBS Affiliates Advisory Board); Glenn Marshall Jr., secretary-treausrer, WMBR Jacksonville, Fla. (and member of the CBS Affiliates Advisory Board); J. Leonard Reinsch, managing director of radio and television, The Cox Stations (CBS and NBC); Ben Ludy, general manager, WIBW Topeka, Kan. (CBS); Harold Essex, vice president and managing director, WSJS Winston-Salem, N. C. (NBC); G. Richard Shafto, vice president and general manager, WIS Columbia, S. C. (NBC), and of WSPA Spartanburg, S. C. (CBS); Kenyon Brown, president, KWFT Wichita Falls, Tex. (CBS); Wiley P. Harris, general manager, WJDX Jackson, Miss. (NBC); J. B. Fuqua, president and general manager, WJBF Augusta, Ga. (NBC); Don S. Elias, president, WWNC Asheville, N. C. (CBS).

The Affiliates Committee appointed by Chairman Morency is composed of 13 broadcasters includng himself. They are Kenyon Brown, Walter Damm, R. M. Fairbanks, president of WIBC Indianapolis; Leonard Kapner, general manager, WCAE Pittsburgh; Edgar Kobak; Clair McCollough, general manager, Steinman stations; John Patt, president of WGAR Cleveland; Robert Swezey, vice president of WDSU-AM-TV New Orleans; George B. Storer; Ben Strouse, general manager of WWDC Washington; G. Richard Shafto; Hugh B. Terry, general manager, KLZ Denver.

At the time this story went to press the answers from network presidents to the committee's invitation to New York meetings had not had time to arrive.

Network executives in Chicago, however, unofficially expressed the belief that the meeting would be held.

Mr. Morency reported that Joseph H. McConnell, NBC president, who was in Chicago last week but left before the Affiliates Committee's wires were dispatched, had assured him that NBC would be delighted to meet with the committee and explore the serious problem confronting the industry.

The Affiliates Committee will hold its first meeting at BAB headquarters in New York beginning at 10 a.m. Tuesday. It is planned to meet with the network presidents individually at the outset.

Several broadcasters deplored the fact that the advertiser-agency pressure for rate reductions constituted a situation where "the customer is telling us what we should charge." To knuckle under to such pressure would be to abdicate the management of radio, they said.

"If we go along with these demands," one said, "we will be showing a lack of confidence in our own medium. Advertisers are not going to ignore radio if we can deliver audiences at a lower cost than other media can."

One broadcaster said rate cuts made in response to advertiser-agency demands amounted to appeasement.

Moratorium Support

Plainly recognizing that demoralization of the industry was inevitable unless the line was held pending a thorough investigation of the rate question, several affiliates said that, without a moratorium on further reductions and the launching of an aggressive study, other networks would be obliged to follow the pattern set by CBS, and perhaps exceed it. Some said they saw in this eventuality a similar effect on national and local non-network rates.

"If this cut-rate network competitive situation continues," said one, "it may be the doom of the networks as we know them now."

The resolution electing Mr. Morency chairman of the Affiliates Committee, did not specify the assignment to be carried out beyond empowering the committee to press upon the networks the need for refraining from further rate cuts and rescinding those already announced, and to attempt to organize or stimulate the fundamental research task of reevaluating the entire rate structure.

Upon his election, Mr. Morency pointed out that the assignment promised to be a "long, tough job."

He said the committee would need funds at once to begin operations. He suggested, without opposition, that each of the affiliated stations contribute its highest one-time, quarter-hour rate at the outset. Mr. Storer was appointed treasurer, and Mr. Morency asked that affiliates make out their checks to Mr. Storer as treasurer of the Affiliates Committee.

The Affiliates Committee will set up a headquarters at the BAB offices, 270 Park Ave., New York, and contributions should be sent to the committee at that address, Mr. Morency said.

The possibility was seen that the Affiliates Committee rate reevaluation project might be undertaken in conjunction with BAB, whose officers had discussed research plans somewhat along the same lines at an NARTB session the day before (see story page 19).

An illustration of the reasoning that prompted the suggestion for an industry-wide study of rates was given to BROADCASTING • TELECASTING by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, who a fortnight ago announced an immediate reduction of his prime evening time rates by 20% [BROADCASTING • TELECASTING, April 16].

Mr. Bannister, who did not speak at the affiliates meeting, told this publication that before the cut, his evening rate had been $800. He pointed out that in Philadelphia, a bigger market than his, rates for comparable periods on leading stations ran to about $400.

Whether Detroit's rates had been too high or Philadelphia's too low, the inconsistency was obvious, he said.

The Wednesday meeting of the affiliated stations occurred outside the aegis of the NARTB.

Some members of the NARTB board, the day before, had urged that the rate question be considered by the trade association, but the majority decision was to refrain from bringing the question under the NARTB wing.

Acting without formal organization, a group of broadcasters arranged a meeting place and spread the word that the assembly would be held at 9 a.m. Wednesday. The meeting lasted through the morning.

At the time the Affiliates Committee was formed to forestall further rate cuts, CBS was still the only network that had announced such plans.

ABC, which a week before had said it would "meet the competition" of the CBS reduction—an announcement interpreted to mean that ABC would pare its rates too—had the matter under reconsideration.

Like ABC, Mutual and NBC were withholding action until the situation clarified. Executives of all networks were in almost constant conference with affiliates throughout the convention, sounding out the stations on their views.

Although two of them, ABC and CBS, are not NARTB members, officials of both were on hand, conferring with their numerous affiliates who are NARTB members and were attending the convention.

Speculation as to why CBS chose this particular time to announce its rate reduction and why the network chose to apply its cuts nationally rather than in TV markets only was a prime conversational subject among broadcasters at Chicago.

Timing Considered

The majority view as to the timing of the announcement went along with the official CBS explanation—that the network felt the cut necessary to keep in the shop a number of accounts that were up for renewal. Others felt, however, that the network may have timed its announcement immediately before the NARTB convention as a means of obtaining a quick reaction from the industry, a majority of whose leaders were all in one place.

As to the reasons for the nation-wide application of the reduction—with all stations equally sharing an across-the-board 10% cut in network revenue—opinion was more varied.

One broadcaster pointed out that

(Continued on page 92)

MBS RATES

Analysis Will Precede Action, White Tells Affiliates

MUTUAL Broadcasting System will not rush precipitatedly into any dramatic action on rates but will wait until all the facts can be collected and analyzed, President Frank White told some 250 MBS affiliates at a Sunday afternoon meeting during the NARTB convention in Chicago.

The network has a much better story to tell advertisers than it had a year ago, Mr. White told the affiliates. He cited five points to bear out this claim: (1) Ratings are up; (2) share of audience is up; (3) billings are up; (4) hours are up; (5) values (cost per thousand listeners) are up.

The main problem, he explained, is to determine during this transition period how the network can act for the benefit of advertisers, affiliates and the network itself.

Won't Sell Short

Mr. White said MBS has been weaving with the punches and will get the facts before acting. He explained how a network rate cut affects every network as well as all network affiliates and non-affiliates.

Mutual will not be pioneers in selling radio short, he said.

The MBS affiliates meeting opened with a showing of the *Queen for a Day* promotion movie, which had its premiere a few days ago at Waycross, Ga. The *Queen* program is on tour and the film will follow it around the country. Starting in June it will be generally distributed.

Robert S. Schmid, MBS vice president in charge of advertising, promotion and research, opened the network's presentation to affiliates by conducting a mock interview with the new network promotion device, Mr. Plus, used in current sales promotion.

Mr. Plus was created when President White was searching for a method of telling the MBS sales story. The device consists of a body shaped like a plus sign, with microphone head. Now MBS can use him most, Mr. Schmid said, in citing the recent CBS network rate cut and a 17% increase in network sales during March. Mr. Plus carries the legend, "The difference is Mutual."

Among MBS executives introduced to the meeting were Adolph N. Hult, vice president in charge of sales; James E. Wallen, treasurer; Elisha Goldfarb, counsel; Carroll Marts, midwestern sales manager; E. M. Johnson, vice president in charge of station relations and engineering, and Charles Godwin, director of station relations.

I DON'T WANT TO BUTT IN, BUT HAVE YOU HEARD ABOUT WTAD

WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station

Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company.

Affiliates Unite on Rates

(Continued from page 91)

such a move served two major purposes. On the one hand, it enabled CBS to invoke an immediate reduction in recognition of its affiliation contracts which provide (with about 30 exceptions) that the network can raise or lower rates for a majority of its stations without consulting them. On the other, this broadcaster guessed, it gave a certain measure of protection to the CBS owned and operated radio stations.

Its six O & O outlets are situated in markets with heavy TV concentrations, this broadcasters pointed out, and the evening rate cuts demanded for those stations by the ANA ranged from 25 to 60%. In the ANA report, reductions for those stations were as follows: WCBS New York, 50%; WEEI Boston, 60%; WCCO Minneapolis, 25%; KMOX St. Louis, 30%; WBBM Chicago, 35%, and KNX Los Angeles, 55%.

By spreading the reduction throughout the country and keeping it to 10%, in the view of this broadcaster, CBS insured itself against appreciable losses of revenue on its O & O stations.

Advertisers and advertising agencies last week were still uncertain as to the specific reallocation of the money that would be returned to them from the CBS radio rate reduction, but there was no uncertainty as to the fact that all concerned were very pleased with the rate cut.

CBS executives visit offices of Radio Programs de Mexico in Mexico City. (L to r) Clemente Serna Martinez, RPM president and general manager; Fletcher Wiley, representative of the Housewives Protective League, A CBS division with headquarters in Hollywood, and Edmund Chester, CBS news director in New York.

In most cases advertisers did acknowledge that the money reaccruing would be put back into radio and television. Coca-Cola Co., New York, for example, it was reported, will definitely replant the funds into radio and TV.

One advertising agency executive explained that his agency was deciding to recommend television to those accounts that were now using only radio and to the client that was currently using both radio and television, magazines were being recommended. In other words, each client's advertising plans were being realigned.

Smith Lauds CBS Cut

W. B. Smith, director of advertising for Lipton Tea Co., New York, and chairman of the ANA Radio and Television Committee, last July when the committee first came out with its recommendation for a radio reduction, told BROADCASTING • TELECASTING upon hearing the CBS rate reduction announcement, "I think it's a smart thing. The network should be complimented for its foresightedness. It will ultimately be a wise thing for the good of CBS and its stations, the advertisers and the industry as a whole."

Patrick H. Gorman, advertising manager of Philip Morris & Co., New York, said, "I was glad to hear it."

HISTORY STUDY

Planned on Operator Rules

ANALYSIS of regulatory history leading up to present FCC rules requiring that a first-clas operator be on duty at broadcast stations will be undertaken by NARTB. A special board committee appointed Cohn & Marks, Washington attorneys, to handle the study, under direction of Bernie Koteen, attorney.

Committee members are William C. Grove, KFBC Cheyenne, Wyo., chairman; Harold Essex, WSJS Winston-Salem, N. C., and Marshall Pengra, WATO Oak Ridge, Tenn.

NARTB Convention

(Continued from page 15)

multiple broadcast convention arranging. The programming of these meetings drew universal praise from delegates, aside from a few disappointing intervals. The fact that the meetings were so well attended was deemed a tribute to convention planners in view of the rate holocaust that descended on the proceedings two days before they got under way.

Glittering persons of world stature dotted the agenda, sandwiched between workshop sessions designed to help broadcasters run their business. Such names as Sen. Estes Kefauver, Senate crime investigator, and Gen. Omar Bradley appeared in person. Defense Mobilizer Charles E. Wilson appeared by closed circuit television. And finally the Thursday TV agenda was juggled to bring Gen. Douglas MacArthur's address to Congress right into the convention rooms via 16-foot TV screen and numerous direct-view sets.

Other Developments

Number of important steps looking toward the protection and development of radio and TV under the American plan were taken during the week. The NARTB membership:

- Took a firm stand to guard the right to contract for professional and collegiate sports events.
- Launched Broadcast Advertising Bureau's expansion program.
- Attacked TV program criticism by naming a committee to study standards.
- Welcomed Harold E. Fellows, president-elect, to the association.
- Heard Judge Justin Miller proclaim he was not singing a swan song as he entered a new role as board chairman and general counsel.
- Watched the autonomous TV unit swing into action under temporary direction of Thad H. Brown Jr.

Much of the convention procedure was quiet and orderly despite the fears of disgruntled network affiliates and irritated independents.

A threat of rebellion developed Wednesday afternoon when a group of clear channel stations dropped hints they might secede if what was generally considered a mild NARBA resolution were adopted. The squabble developed into a quorum call and the usually perfunctory process of adopting resolutions came to a sudden end when 10% of the membership was not present. This sour note in the proceedings was quickly forgotten however, by most delegates.

NARBA Hot Issue

The NARBA question was a hot one Wednesday. FCC Chairman Wayne Coy started off the fireworks during his luncheon speech, calling for ratification of the NARBA treaty and chanting derisively about insidious interests that oppose the newest effort to regulate the North American spectrum.

That drew a fast reply from Clear Channel Broadcasting Service, which contends it got roughed up a bit in the treaty-drafting process. And then it inspired the fireworks when the NARBA resolution was submitted to a sparsely filled auditorium.

The festive side of convention week took a new tack when Radio Pioneers held its tenth annual dinner Tuesday night under NARTB auspices, with Sen. Kefauver as star attraction. Despite the pioneer's more dramatic programming the dinner failed to cut into attendance at the annual banquet and it may become an annual feature.

BAB's pitch for members and money surprised delegates who had anticipated a high-pressure appeal. Instead they heard a calm appraisal of the radio rate and sales problem. Agency-advertiser members of the BAB panel had little chance to perform but they supplied some of the inspirational shot-in-the-arm that had been expected from BAB itself.

One of the more resultful sessions of the week took place Tuesday afternoon when spokesmen for organized baseball joined with broadcasters in seeking a solution of their problems. At points the club representatives used what

WTAR

Sells ALL the Norfolk Metropolitan Sales Area for You!

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and BMB prove it. Sell your product more profitably with WTAR.

NBC AFFILIATE
5,000 Watts, Day & Night

norfolk

Nat'l. Rep.: Edw. Petry & Co.

—SPOT SALES SPECIALISTS—

Joseph Hershey McGillvra, Inc.

PIONEER

RADIO AM-FM-TV REPRESENTATIVES

Chicago—Los Angeles—San Francisco

EXECUTIVE OFFICES—366 MADISON AVENUE, NEW YORK 17

some resentful broadcasters deemed a mailed-fist approach, but in the end considerable goodwill had developed.

Station executives reminded the baseball interests they were being presented with what will amount to many millions of dollars in free promotion during the season. A few scabs were knocked off during the discussion but both sides agreed they needed each other and should use every opportunity to dissolve differences.

Highest praise from highest places came to radio and television for their public service performances: From Gen. Bradley, chairman of the Joint Chiefs of Staff, for "particularly outstanding" coverage of the Korean War; from Sen. Kefauver, who said radio and TV "will truly lead the way to world peace"; from Defense Mobilizer Wilson, for leadership in rallying the public behind the defense program, and from military and civil defense officials for unselfish and effective education of the public on problems the nation faces and steps to solve them.

LeBlanc's Appearance

Then, too, the convention had its carnival aspect when Sen. Dudley J. LeBlanc, Hadacol's inspired purveyor, broke the dignity of the Monday inaugural ceremonies with an enthusiastic autobiography and a line of poolroom stories adapted to the therapeutic claims for his product.

Topping off this change of pace was a Hadacol jazz band that stole the equipment show from the helpless exhibitors during the Exposition Hall reception. Some disgruntled delegates started calling it the "Hadacol convention."

That Monday inaugural presented Judge Miller with his chin out as he proclaimed, "I'm not singing a swan song." Instead he can now undertake the top-level job he was hired to do in 1945, he said. Mellowing considerably, he prescribed for his NARTB presidential successor, Harold Fellows, a formula designed to insulate him against the rigors of trade association tenure.

An ovation greeted Mr. Fellows as he was presented to the association by Judge Miller. In responding the president-elect reminded that he had lived at the operating level for two decades.

When the whole package was wrapped up and the convention achievements reviewed, there still remained a dominant issue—rates. Some delegates were delighted that progress was made in attacking the problem without loosing any form of civil war. They were glad to see a unified trade association tackle its problems without blanching.

Outspoken Comments

Of course the corridors trembled at times with such epithets as "staggering blow at radio's rate structure"; "sold down the river by the networks"; "we're getting the old double cross"; "we can make more money by going independent"; "let's turn industry control back to the licensees, who are responsible to the FCC and the nation"; "what happened to that network's research?"

Here and there a voice was raised in defense of rate-cutting, but most of the comments were bitter. Judge Miller touched the problem in his Monday afternoon speech with a shot at "the rate-cutting boycott recently engineered by a combination of national advertisers."

That's the sort of convention it was, Sunday through Thursday. Some of those who sat through the four-day assembly and took part in the conferences and huddles acquired a new appreciation of the value of broadcasting conventions. Television delegates too, appeared satisfied with their one-day convention.

What a week.

BAC Adds Two

TWO NEW members — Harry Maizlish, president-general manager of KFWB Hollywood, and A. J. Mosby, who holds the same position at KGVO Missoula, Mont.—have been appointed to the industry-wide Broadcast Advisory Council, Chairman Justin Miller has announced. The two appointees bring the council's total membership to 28.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Challenge To Press

(Continued from page 36)

atop newspaper buildings in the United States flew at half mast when free radio perished in the Argentine . . ." He warned:

"Let us not be so blinded by competition for time and dollar that we forget that among information media, when the bell tolls for one, it will soon toll for all."

Other points raised by Mr. Hayes:

- **No new form of press "completely replaces any existing form."**
- **At any given moment in the U. S., approximately 5 million radios are out of order. "No other medium could throw away that much daily circulation and still be so effective."**
- **Television is "an intense new competition" for the public's free time, one not to be taken lightly by either radio or newspapers.**
- **Newspapers should put as much emphasis on background and analysis as on cold reporting, giving more attention to minor events which are not telecast and capitalizing on its mobility and other advantages.**

The Senate crime hearings demonstrated that "no longer can we have a reporter's impression, with himself as the sole authority."

Other Panel Members

Also slated to appear on the radio-TV panel with Mr. Hayes were Ed Hoyt, *Cedar Rapids Gazette* (KCRG KCRK (FM) Cedar Rapids, Iowa); Ralph McGill, *Atlanta Constitution* (WSB-AM-FM-TV Atlanta); John Crosby, syndicated columnist for the New York *Herald Tribune*, and Lawrence L. Winship, *Boston Globe*, who presided as chairman.

Messrs. Hoyt and McGill were slated to take opposing sides on the question of broadcasting-newspaper relationships where both operate under common ownership. Mr. Hoyt was prepared to advocate separation of their functions and free competition, while Mr. McGill was slated to present the case for intimate cooperation on the ground that radio, TV and newspapers are all part of the broad communications picture.

The two-day ASNE convention took on added significance in that editors were treated to a brief visit from Gen. Douglas MacArthur before he left for New York. President Truman's scheduled address over MBS was cancelled. Editors also watched the General's Congressional address on a large-size television screen at the Statler Hotel, convention headquarters.

Approximately 400 newspaper editors attended sessions Thursday and Friday, presided over by ASNE President Dwight E. Young, Dayton *Journal-Herald*. Other speakers and panelists were to include Defense Mobilizer Charles E. Wilson, Sen. Estes Kefauver (D-Tenn.), Sen. Robert Taft (R-Ohio), Sen. Paul Douglas (D-Ill.) and columnists Drew Pearson and Ernest K. Lindley.

CIVIL NEEDS

Dual Demand Can Be Met

AMERICAN industry, with a 60% greater production capacity than in 1940, can supply both civilian and military needs, Frank M. Folsom, RCA president, told a legal forum of the U. of Virginia last week.

Mr. Folsom cautioned, that the dual goal of ample defense and civilian production could be reached only if America's great industries were left free to do the job. He warned that attacks on big business, either from government or private sources, would play into the hands of the Communists.

"Regardless of your attitude on big business, you can't hide the fact: Communism wants to see big business destroyed. Communists are delighted by our attacks on our great corporate enterprises."

Voices Warning

The RCA executive warned also that while building up a safeguard against totalitarian aggression, America must guard against adoption of totalitarian methods.

"It would certainly be ironical if, in our efforts to defend ourselves we adopted the very system that the enemies of our way of life would like to force us to adopt," Mr. Folsom declared.

Extra Know-How
Better Results
KDYL
NBC Network
SALT LAKE CITY, UTAH
National Representative John Blair & Co

Rate Debacle

(Continued from page 19)

last year. He called on the industry to divest agencies and advertisers of the idea that radio and TV are related media.

Entering his plea for membership support of BAB, he recalled that less than two decades ago newspapers and magazines were in a similar predicament as radio's growth started. They recovered by setting up promotional agencies that grew into million-dollar projects.

BAB's plans for the future, approved at an April 15 board meeting, were outlined by Mr. Ryan. After explaining that money has not been available for many, he said upcoming projects include a national sales promotion division in New York, adequately manned to promote to national advertisers and agencies. A competent organization is planned for local advertising, selling radio rather than network or spot. A retail organization is planned as well as a research library.

Field representatives are to operate in the East, Mid-West, Far-West and South, if funds are available. They will present radio's case wherever buyers gather; work with broadcasters, and contact advertisers and agencies.

Plans Pilot Study

A pilot study on research is contemplated, he said, if a $500,000 or $600,000 budget is available. BAB will fight aggressively and competitively, he said.

He promised BAB will set up for the first time an accurate and complete source of information on radio values, feeding information broadcasters need and want in presenting the medium to agencies and advertisers. "Advertisers will know what radio has and broadcasters will know what they have to sell," he said.

Paul W. Kesten, consultant to CBS and the BAB board, sent a letter suggesting the job BAB now faces "can't be done for peanuts." He urged broadcasters to give BAB at least six months to get started. "Don't expect to beat this crisis quickly," he said.

MEETING in the Duquesne Club, Pittsburgh, were members of the Pittsburgh Pirates Baseball Club and officials of Atlantic Refining Co., Sealtest, N. W. Ayer & Son and Ketchum MacLeod & Grove. Discussing baseballcasts throughout northwest Pennsylvania over WLEU Erie, Pa., were (l to r) V. Hamilton Weir, WLEU general manager; B. M. Boor, regional director, Atlantic Refining Co.; Branch Rickey, general manager, Pittsburgh Pirates, and P. S. Patterson, advertising manager, Ecoma Sealtest.

Mr. Kobak explained the BAB board has set one-half the high set hourly rate as monthly station dues for non-NARTB members. He added there are 1,200 non-NARTB member prospects to be solicited. NARTB members have 30% of their dues allocated to BAB, with the privilege of obtaining a discount if they don't join the promotional agency.

Robert Gray, director of advertising and promotion, Esso Standard Oil Co., prodded by Mr. Kobak, gently chided broadcasters because they had made little effort to recover *Esso Reporter* business in cases where the spot placement was dropped in areas of highest TV impact. "By and large we did not get a proper, intelligent solicitation from stations to keep the account on the air."

What Agencies Want

Jerry N. Stolzoff of Foote, Cone & Belding, Chicago, provided the main inspirational talk of the morning in answering a question about what agencies want most from BAB. "We would like to get a sound, positive attitude on the part of stations and networks," he said. "We want radio to show us how to use the medium. Of course there will be some cancellations to TV but radio stations should not be on the defensive in holding the line against TV.

"I'm very optimistic about where you are headed. The most important thing you can do is sell the hell out of radio. Agencies and advertisers who use your medium do this and believe in the medium. I hope broadcasters believe in it."

Maurice B. Mitchell, president of Associated Program Services, said stations should have all possible information to help them sell at the local level.

Mitchell Rate Comment

Referring to the rate situation, he suggested slyly: "Maybe radio rates aren't really cut. Maybe stations will now sell at card rates."

"We must learn more about our product, how our advertising works," he said, adding, "This is no funeral."

Arthur C. Nielsen, head of A. C. Nielson Co., listed favorable facts about radio. These included:

Decline in average hours of listening is offset to considerable extent by continuing increase in number of radio homes. Home-hours per day listening are currently 169 million compared to 189 million in 1950, 198 million in 1949 and 129 million in 1943.

Network radio audiences still exceed network TV audiences by 86%, based on January Nielsen Radio-TV Index.

Radio reaches more homes per dollar, average network radio program reaching 199 homes per dollar compared with 119 for average network TV program.

Radio is unique in ability to reach small-town and rural markets—59% of population.

Radio is still making great records as a producer of sales.

Mr. Nielsen listed a 10-point program he termed research keys to radio success. It included: Count all listening; measure all hours; count all listeners; measure entire area; sell audiences, not percentages; talk homes per dollar; take credit for market coverage, including cumulative listening data; make more extensive use of data; use analytical research; emphasize marketing.

Taking part in the BAB discussion, in addition to those mentioned, were Frank E. Pellegrin, H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel. Mr. Pellegrin said every station should examine its own market and its own rate structure carefully in commenting on the CBS rate cut. "Radio shouldn't act like a flock of sheep following a ram," he said. The network has an obligation to its affiliates. The industry has been hit in the face—cold. It was drastic action. Affiliates should make decisions of this sort. They should not be forced on the industry until general agreement has been reached after careful study. No imposed rate reduction should be accepted by broadcasters without a fight."

Answering a question by Bob Dean, KOTA Rapid City, S. D., Mr. Kobak said BAB is getting Mr. Mitchell's services "free," referring to the former BAB director's cooperative role in the project. Earl H. Smith, WLCS Baton Rouge, La., asked continued service from BAB on the local level.

Mr. Gray, responding to a query by Chet Thomas, KXOK St. Louis, said Esso works closely with its 53 stations. "We are anxious to see evidence of promotion and cooperation by stations," he said. "The president of the company sees much of that material."

AUSTIN TALK

At Sales Executive Meet

WARREN R. AUSTIN, chief U. S. delegate to the U. N., will speak on "A Sales Executive Approach to Permanent Peace" at the 16th annual convention of National Sales Executives slated May 31-June 2 in New York. Mr. Austin will speak June 2 at the evening banquet.

Attendance of approximately 2,000 delegates is expected, Charles T. Lipscomb Jr., Lever Brothers Pepsodent Div. president and attendance committee chairman, announced. More than 16,000 sales executives belong to the nation-wide organization.

Fifty exhibitors, occupying 72 booths, will display the "latest tools and services that the modern sales executive needs in his job."

CBA OFFICERS

Col. Group Elects Howell

REX HOWELL, KFXJ Grand Junction and KGLN Glenwood Springs has been elected president of the Colorado Broadcasters Assn. Approximately 100 broadcasters voted at the two-day CBA annual convention in Colorado Springs.

Bob Ellis, KGHF Pueblo, was renamed vice president. Al Meyer, KMYR Denver, was returned to office as secretary-treasurer. The convention adopted resolutions calling for Senate ratification of the international agreement regarding frequency allocations; recommended passage of the McFarland Bill, and established committees to work with the state office of civilian defense.

KSWM
JOPLIN, MO.
REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

MO
KANS
Kansas City
St. Louis
KSWM
Joplin
140
260
OKLA
105
Tulsa
ARK
210
Little Rock

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service. KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

Plan FM Petition

(Continued from page 35)

letters "were the best double-talk I've ever read." Describing the lack of sets as an "organized conspiracy," the speaker suggested that (1) the concept of building FM sets in Germany is not far-fetched, and (2) concrete action be taken, with broadcasters setting aside an "FM Promotion Month" and to "stop kidding ourselves and ask for an FCC or Congressional investigation unless we get a fair shake."

Mr. Lane, director of broadcasting for Field Enterprises, discussed reaction to the FCC opinion of a fortnight ago which threatens continued broadcasting of FM stations which sell a music service with commercials and station identification beeped-out. Mr. Lane, whose company owns WFMF(FM) Chicago and Functional Music Inc., said "we will attempt to meet requirements of the FCC as well as possible." He has "some feeling of frustration," however, inasmuch as the FCC is "attempting to fit FM into the AM mold, which hampers the individual development of FM."

Functional music in Chicago is taking no business from the wired music services, because most of its customers are from the segment which found wired music service too expensive because of line charges. Functional Music Inc.'s customers are more than 15 miles away in most cases, he explained.

Awaits SCOTUS Ruling

Transit Radio is not being "pushed" at the moment, Mr. Taft said, because of a case pending before the U. S. Supreme Court as to the legality of commercial FM in public transportation vehicles. The decision is expected in three weeks, he said. Mr. Taft, tracing history of the system in Cincinnati, reported business has grown to $150,000 yearly in that city alone, and is expected to reach the half-million point "shortly" on a national basis. It hits the "biggest point in the field which AM radio couldn't touch—the downtown retail outlets." In addition, Transit Radio is almost completely TV-proof," he asserted. Within the next few years, TR will be "a very acceptable method of advertising, with a lot of money in it."

Mr. Joseloff, before outlining Storecast objectives, commended the techniques of functional music and Transit Radio and cited the need for specialized FM services. Storecast, "as the grandpop of all FM specialties," can expand radio and itself. He termed it a "workable medium with palatable announcements in hundreds of supermarkets throughout seven states."

From the sales angle, Mr. Green said too many salesmen pitch their arguments on the defensive to begin with. "The very phase, 'How to sell FM,' is an epitaph on the tombstone." He charged that FM cannot be sold today, "because the cards are stacked against it," but that a change in approach will change the sales figures. He suggested that non-AM men be hired as FM salesmen, that mention of FM be eliminated from the sales discussion and that the FM station sell its real product, listeners. With these sales techniques, plus merchandising and promotion, WFLN tripled sales in six months.

Two of the medium's most serious problems are (1) the inability to get a national representation because "reps won't fool with a specialized audience," and (2) the lack of education at major agencies, "which employ slide-rule time-buyers." He suggested FM men "fight for greater coverage through more sets, sell the audience you already have and get out of the FM business and into radio."

Mr. Horne, whose FM outlet has a CBS affiliation, traced the success of his operation. A former newspaperman and farmer, he said "the results I've obtained most easily were in radio. I never get tired of developing FM, and too many of you fellows had it too easy with AM. You just latched onto a station and a network and watched the money roll in."

"Develop FM, which gives people the best in aural broadcasting, or get out and let someone else have a chance. Let's stop fighting in our own ranks and sell radio, whether it's AM, FM or TV," Mr. Horne advised.

The Rural Radio Network programs farm service shows in the daytime and music at night, Mr. de Neuf said. He reported a set saturation of 30%, with a 70% potential audience. "The success of putting shows on FM is limited only by your imagination," he asserted, adding it is necessary and easy to program shows of a service nature which people need and want to hear.

KOTA is owned by 42 of the leading businessmen in the Black Hills, Mr. Dean explained, "because we believed there'd be a better job done if sponsors owned the business." The station practices "followcasting," selling AM sponsors on buying the same show for FM but at another time of broadcast. The station grossed $9,000 the first year and $19,000 in 1950. Through KOTA's promotion efforts, FM sets in the area total 22,000 contrasted with 33,000 AM sets. Programs include sports, CBS sustainers and "good music," Mr. Dean said.

FM broadcasters also passed a resolution thanking Ed Sellers, head of the FM department of NARTB, for his work in their behalf.

Equal Time

BOTH NBC and CBS offered their facilities April 13 to Rep. Joseph W. Martin Jr. (R-Mass.) to speak on the MacArthur question and the conduct of U. S. foreign and military policy. Rep. Martin accepted equal time, 10:30-11 p.m., to reply to the President's April 11 address on Far Eastern policy.

NLRB ORDERS

Five Stations, Movie Firm Covered in Decisions

RADIO and television broadcasting stations and a Hollywood TV film producer figured prominently in final and preliminary decisions and direction of elections handed down by the National Labor Relations Board in the past fortnight.

In separate actions the board:

(1) Dismissed a petition by Screen Directors Guild of America that television directors at KECA-TV Los Angeles be included in a bargaining unit on grounds the employes are supervisors.

(2) Ruled that WLEX Lexington, Ky., had violated the Labor-Management Relations Act by interrogating certain IBEW employes on their union activities and discharging four others.

(3) Announced initial findings charging that WEAM Arlington, Va., had refused to bargain with IBEW Local 1215 and requesting that the station reinstate an engineering employe.

(4) Ordered elections among program department employes at WFAS White Plains, N. Y., and at Jerry Fairbanks Productions, Hollywood.

(5) Upheld initial findings which, on Dec. 28, 1950, charged KDRO Sedalia, Mo., with unfair labor practices in its dispute with AFRA (AFL). Board ordered Milton J. Hinlein, operator of KDRO, to bargain with the union, cease interrogation of union members on their activities and reinstate two discharged employes.

In the KECA-TV case, NLRB held that TV directors direct employes and exercise authority for hiring others and, as supervisors, are inappropriate for a special unit. The ruling sustained the position taken by KECA-TV (ABC Inc.).

With respect to WLEX, the board held that "unlawful conduct" of the station licensee, Central Kentucky Broadcasting Co. Inc., disclosed a "fixed purpose to defeat self-organization and its objectives." The examiner had recommended a limited cease-and-desist order on grounds that the licensee had acted "naively."

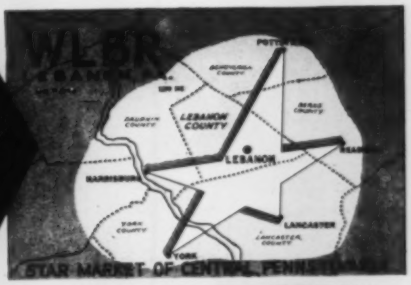
A union complaint filed last November against WEAM by Radio Broadcast Technicians Local 1215 of IBEW was upheld in intermediate findings issued by a NLRB trial examiner.

WEAM admitted certain allegations of the complaint last December, but denied it had violated the Labor Management Relations Act and held its refusal to bargain was justified, according to NLRB. A hearing was held Jan. 15-17 with all parties waiving oral argument.

In directing the election at WFAS, the board sustained the union contention that the unit should include special program employes as well as staff announcers. The unit is extended to those "who announce, write continuity, do program preparation, solicit guests for broadcasting appearances, or do other related work preliminary to the broadcast," excluding supervisors.

Acting upon a petition introduced by Moving Picture Painters and Scenic Artists, Local 644, Los Angeles, affiliated with the Conference of Studio Unions, NLRB ordered an election among employes of Jerry Fairbanks Productions, Hollywood (TV and theatrical film producer), to vote for a union to represent the studio's painters and set decorators.

In the complaint filed against KDRO, Mr. Hinlein was charged with refusing to bargain with AFRA after May 20, 1950, and with "discriminating" against two employes. He denied commission of unfair practices and said he dismissed one employe for "disrupting" employe-management relationships and the other because of "economic pressure and threatening manpower shortage" which required him to substitute combination personnel. NLRB agreed the manpower problem was logical but held it was not the "motivating" cause.



This Rich Lebanon Valley Market Is YOURS...

300 Million
DOLLARS
WORTH
covered with
ONE STATION

WLBR AM FM
LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

Petry Warning

(Continued from page 18)

and that there would be no spot. ABC had offered P&G one-minute participations in *Stop The Music* on Sunday and in the 25-minute show, *The Sheriff*, on Friday and in certain evening five-minute news periods in sustaining network shows. These Procter & Gamble bought.

To this, you can add one further move on the part of ABC, which only happened last Friday, and which also involved P&G. The ABC network offered to Ivory Bar a five-minute show, from 11:55 to 12 noon, Monday through Friday—and scheduled to start *today*, April 16. These P&G bought.

Dick Haymes Show

The program features Dick Haymes. Our understanding is that Haymes reminisces about some singer and this is recorded on tape. Then a phonograph record of that singer's voice is also taped. The P&G one-minute announcement is integrated into the program. This show is very inexpensive, probably costing no more, and maybe less, than a live news show. It also gets away from the objections which many stations have about accepting five-minute news broadcasts wherever there is available network time and for indefinite short runs.

CBS did not put themselves in the outright position of selling spot announcements on the network. However, they set up a series of five-minute newscasts—all of which lopped five minutes off existing sustainers—to serve as vehicles for minute announcements. These Procter & Gamble also bought. The result, in simplest terms, was $345,000 lost to national spot, and over $107,000 lost to the markets represented here in this room.

And, though certain ABC and CBS stations stood to salvage some of this money, they could only hope to get back a small fraction of what they would have had with the spot campaign P&G had set up before the networks entered the picture.

The P&G story is based on nighttime programming. But I think you can count on it that the spread to daytime will not be long in coming.

Now here's a footnote to the P&G story. Some stations turned down the plan. As a result, P&G has bought spot to fill out what the network couldn't deliver. The schedule and the market list are both drastically reduced from what they would have been. But, the important thing is that once some of the stations turned the network proposition down, this P&G money was returned to national spot.

Logical Outgrowth

It seems rather obvious that this new departure on the part of ABC and CBS is a logical outgrowth of a precedent, or a partial precedent, established by NBC's so-called "Tandem Plan." The Tandem Plan inched into spot in a more or less limited way. The ABC and CBS plans let down the bars a little further, though their present method disguises the true facts. The next logical step, which we believe will happen very rapidly, is that they will be frankly peddling undisguised one-minute spots over their respective networks. They'll do it whenever and wherever they can put them.

I don't suppose for one minute that anyone in this room fails to see how serious a matter this is.

It goes right to the pocketbook of each individual station. And stations are not going to get any help from advertisers and agencies.

The advertiser will find it to his liking and his advantage to cancel existing national spot and place it on the networks, where he will be able to buy more stations for less money than if he buys them individually.

This is obviously true because most stations have network rates as low or lower than national spot rates, and network discounts run over 40%. Most agencies, as well, will be delighted at this development, because it greatly reduces the cost and effort of handling national spot campaigns. They will not have to maintain large staffs of radio buyers, checkers and clerks. They will not be involved in all the affidavit checking and correspondence attendant on any sizeable spot campaign. An agency knows that it takes about 10 times as many man hours to maintain a spot campaign on individual stations as it does to maintain a network schedule.

We've got to realize, then, that the advertisers and their agencies will be swayed toward network spot. They will have the advantages of controlling what is broadcast from a central and easily checkable point . . . All of this at the cost of the radio stations. Only the radio station's interests are jeopardized by the networks carrying spot broadcasting. Only the radio station can stop it.

Let's look first at the economics of this from the radio station point of view. Broadly speaking, the difference—difference to your own pocketbook—is this: For every advertising dollar spent for your station, you receive from 30 to 50% from the network spot and approximately 72% from regular national spot. To most stations, this may be the difference between profit and no profit.

Below Danger Point

In other words, if the greater part of national spot advertisers go along with the network idea—and they have plenty of inducement to do so—your spot revenue will drop below the danger point.

Everybody here can figure for himself just how his own station will be affected. But, speaking generally, the average dollar you now receive from national spot would be cut about in half.

One half as much return to the station from spot business under the network plan—that is the dollars and cents picture. Thus, your spot revenue of $200,000 is cut to $100,000; your $100,000 shrinks to $50,000.

Now consider for a moment what can happen to affect your station audiences:

For several years now, the networks have made a great point about what's usually called "mood sequence," or block programming. They have come up with any number of expensive surveys to show how that kind of programming builds audience. And those surveys made a lot of sense.

Now, you can't program good half-hour evening segments—and string them together into a strong block—when you are chopping off five minutes of every available half-hour in order to create a vehicle for a one-minute announcement.

What the networks are doing, it seems to us, is tearing down the carefully planned audience structure just for the sake of an idea to win new network revenue at the expense of their affiliated stations. So once again you stand to lose. Bad programming affects audiences, injures the public service you render, and can easily lessen the stature you have built throughout your territories.

It is true that five-minute news strips have been used before. But most of us remember how CBS, during the war, carried such a *strip* as a wartime emergency feature. They dropped it right after the war. And gave their reason as being that such a strip mixed in with half-hour programs was bad radio. Now how does it look when the five-minute plan comes back into every available half-hour. And—what is worse—comes back on a short-term basis. That is, it may only last from 2 to 13 weeks. Moreover, it can be moved around in the schedule and perhaps too near to your local news. Thus any public service value it may have is likely to be offset by the irritation that such moves may arouse in listeners.

Mutual Interests

We are fully cognizant of a station's and a network's mutual area of interests and the station's desires to foster and protect the benefits derived from its network affiliation. However, if and when some action by the network threatens the station's economic health, we believe that there can be little doubt of the station's right to act in its own self interest. The answer must come from you.

I think we must clearly recognize the fact that—no matter how close the inter-dependence between radio stations and national networks—each one has its own distinct dollar problems. Failure on either part to solve these problems gets right down to a question of survival.

Progressively, over the past few years, the networks have shown a tendency to ease off on their old broadcasting standards in favor of easier selling on their parts. There was a time, for instance, when a transcribed program or a depilatory advertiser was taboo. You

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BEAVER RESIGNS

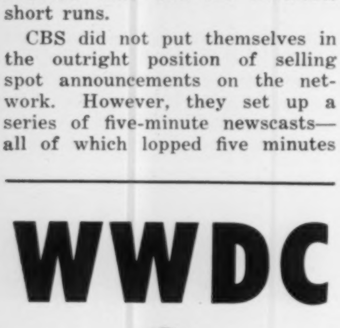
Leaves KTBS, Joins WHHM

RESIGNATION of Cecil K. Beaver as general manager of KTBS Shreveport, to become general manager of WHHM Memphis, in which he holds an interest, was announced last Friday by Newton Wray, KTBS president. Mr. Wray will assume the KTBS general managership.

Mr. Beaver

Mr. Beaver will succeed Patt McDonald, who has headed WHHM since its founding in 1946. Mr. McDonald, a director-at-large of NARTB, shortly will announce his plans. Mr. Wray recently acquired controlling interest in KTBS, regional outlet and an NBC affiliate [Broadcasting • Telecasting, Jan. 22]. WHHM is a 250 w independent.

WWDC



now MUTUAL
in Washington

All the best of Mutual PLUS all of WWDC's famous, effective local shows. THE best buy in the Nation's Capital. Just ask your Forjoe man for the details.

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN WATERTOWN, WISCONSIN

can tick off similar changes in your own minds.

The new network move we are discussing is only the latest of these steps. The point is that this time, it's a move that works directly against the interest of each individual radio station.

Radio has developed along a line which has made the networks a prime source of big-name talent and programming which has helped to give the stations larger audiences. The stations have gone along with this development by giving the networks free hours of time, by making large blocks of time available to the networks on a guaranteed basis, and by accepting a relatively small fraction of the advertiser's dollar. One other important way in which they have helped in the sale of network programming is by maintaining their own spot rates as high or even higher than the same time unit on the network.

Steered From Spot

On the other hand, the networks have until recently refrained from offering spot facilities on a network basis. They have kept their hands off the spot revenue which is so important to the station's economic life.

Now, however, the networks have broken down the long-established relationship which is the past has had mutual advantages for both station and network. They have come over into your $125 million-pasture to graze. The networks are jeopardizing some 50% of your national spot volume for their own purposes. They are robbing Peter to pay Paul—You're Peter. Guess who Paul is.

If the networks are going to get heavily into the business of selling national spot over their chains, that points up still further the immediate need for very careful thinking and very decisive action on your part. If the old relation between station and network is broken—by the networks—you are certainly no longer bound to the policies and concessions you have made in the past.

I can't believe that any network or any radio station has the slightest desire to get tangled up in a mutually destructive battle. Yet, the present network plan could easily lead to that. If you, as heads of stations, are willing to settle for a scant half of your former national spot dollar, you may easily be losing the profit margin which has enabled you to do such outstanding local programming, which has built your public service to your communities, which has given you the expert personnel and fine facilities you now enjoy.

Without those things, your value to the network declines. And so, of course, does the network's own strength and value. Thus, while it seems that opposition to the network plan for using their chains to carry national spot is against the interest of the networks, in reality it is helping network interest by maintaining the strength of each and every individual station. And certainly it is strong radio stations, whether linked by wire lines or operating individually, which have made radio so attractive to advertisers all these years.

I realize that any decisions you come to will be arrived at individually not here collectively. However, we feel it is our duty to advise you of any situation which, in our opinion, endangers your business. It is my further thought that a general discussion of the problem, here, may help you in arriving at your own solutions. And so now I would like to throw this meeting open for such discussion.

* * *

Station men attending the luncheon were:

Worth Kramer, vice president and general manager, WJR Detroit; John P. Patt, president of the G. A. Richards stations; Carl E. George, general manager, WGAR Cleveland; Victor A. Sholis, vice president and director, and Neil D. Cline, sales director, WHAS Louisville; Irving Waugh, commercial manager, and Jack Stapp, program director, WSM Nashville; Stanley E. Hubbard, president and general manager, and Miller C. Robertson, vice president in charge of sales, KSTP Minneapolis.

Walter J. Damm, vice president and general manager, WTMJ Milwaukee; Campbell Arnoux, president and general manager, and Bob Lambe, WTAR Norfolk; John M. Outler Jr., general manager, WSB Atlanta; George A. Whitney, general manager, KFI Los Angeles; H Quenton Cox, general manager, KGW Portland, Ore.; Martin B. Campbell, general manager, WFAA Dallas; Jack Harris, general manager, KPRC Houston; Hugh A. L. Halff, president and treasurer, and Arden X. Pangborn, general manager, WOAI San Antonio.

Gustav K. Brandborg, commercial manager, KVOO Tulsa; Frank V. Webb, general manager, KFH Wichita; Tom Brooks, vice president of Hearst Radio; John C. Mullins, president, general manager, KPHO Phoenix; H. Wheelahan, general manager, WSMB New Orleans; S. H. McGovern, general and commercial manager, KSO Des Moines; Dean R. Upson, national sales manager, and Newton Wray, KTBS Shreveport; Benedict Gimbel Jr., president and general manager, and Gordon Gray, vice president WIP Philadelphia; J. Leonard Reinsch, Cox Radio & TV operations; Frank W. Kelly, sales manager, WBEN Buffalo; Tom Harker; Fort Industry Co.; Bill Rine, vice president and managing director, WWVA Wheeling, W. Va.

Petry representatives included, in addition to Mr. Petry, Edward E. Voynow, Chicago manager; Bill Cartwright, Detroit manager; Seth Dennis, promotion manager; Hanque Ringgold, New York manager, and John Ashenhurst of the Chicago office.

POWER INCREASE

WWNR to 1 kw Fulltime

WWNR Beckley W. Va., has dedicated new facilities which shifts the station from 1450 kc with 250 w to 620 kc with 1 kw fulltime. Officiating at the ceremonies was N. Joe Rahal, president.

The voice of Sen. Harley M. Kilgore (D-W. Va.) was heard in the principal address. Sen. Kilgore could not attend the dedication because of a previous commitment but sent a recorded congratulatory message to Beckley for the event.

The U. S. Senator pointed to the function of radio in bringing the government close to the people and added: "The better job radio does, the healthier and stronger will we be as a nation."

Mr. Rahall previously had announced that in late April another Rahall station, WKAP Allentown, Pa., would shift from 1580 kc with 1 kw daytime to 1320 kc with 1 kw fulltime. Third Rahall station is WNAR Morristown, Pa. WWNR is an MBS affiliate.

KIWW REALIGNS

Leal Resigns Top Post

REORGANIZATION of officer and director personnel at KIWW San Antonio, Tex., has been announced by the Good Neighbor Broadcasting Co. following the resignation of Manuel D. Leal as vice president and general manager.

The realignment hinges on FCC approval of a purchase of Mr. Leal's stock by Joe Olivares and L. E. Richards, who seek control of the corporation. Mr. Olivares would serve as president and general manager, succeeding Mr. Leal, while Mr. Richards would become station manager, secretary and treasurer in addition to his present duties as chief engineer.

LANG-WORTH

Asks Court Stay Order

PETITION for permanent stay of arbitration of an AFRA-Lang-Worth Feature Program dispute over singers' fees on *The Fred Waring Show* on NBC, May-July 1949, was filed by Lang-Worth in New York Federal Court April 9 against the American Arbitration Assn. Knox Manning and Janet Baumhover as AFRA president and treasurer respectively, and twenty-four singers individually.

Demand for arbitration was made in August 1949 by AFRA, which alleged that the singers, whose performances were used by transcription almost entirely, were entitled to "live" rates under provisions of the 1946-48 transcription code. First hearing had been set for April 10 by the American Arbitration Assn.

Code Violation Charged

In its petition, Lang-Worth charged that the 1946-48 code violated anti-trust statutes and hence was illegal and unenforceable. It also alleged that no arbitrable controversy existed, because the performers in question had been employed by Fred Waring Enterprises after it had contracted with Lang-Worth to provide the program, and hence were not Lang-Worth employes.

IN BIG AGGIE LAND
tv MEANS
'tain't visible!

This 267 BMB county area—with $2.9-billion in retail sales—can be sold by WNAX alone.

WNAX
570 - 5KW - ABC
YANKTON • SIOUX CITY
Represented by KATZ

Every Morning The Midwest Listens to Its Favorite WLS Stars

WLS

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

AM, FM Income

(Continued from page 19)

aural services in non-TV markets registered a 10.1% gain.

Other highpoints of the Commission's preliminary analysis:

- Prewar stations continued to account for the bulk of station revenue and income—798 such stations, which is 38% of the total aural stations, aggregated 69.4% (before expenses and federal taxes) of station revenues and 86.4% of the station incomes (before federal taxes).
- About 20% of the over 2,100 AM and AM-FM stations reported losses from 1950 operations. This was the smallest proportion of losers since 1946. Of the 432 losing stations in 1950, 131 were in operation two years or more.
- Of the 1,714 stations in operation two years or more, 769 (44.9%) reported profits in 1950. Of these 283 reported increases of 100% or more in income before federal taxes.
- As in past years, almost all of the FM-only stations reported unprofitable operations (see Table III).

APPROXIMATELY 33% of farmers in New York State who are listeners to Rural Radio Network own FM sets. Figure came out of spot check taken throughout state. Of total of 486 persons covered, 100% owned AM sets; 29.4% (143) have FM, and 21% (101) have TV.

N E W S
A.P.–U.P. TWICE
EVERY HOUR ALL DAY
•
M U S I C
TOP QUALITY POPS
•
POSITION
CENTER OF THE DIAL
– 93 –
•
P O W E R
5000 WATTS FULLTIME
•
PRESTIGE
NEW JERSEY AND
METROPOLITAN
NEW YORK
•
WPAT
Paterson, N. J.
D. J. WRIGHT
General Manager

TABLE II

Comparative Revenue Data for AM and AM-FM Broadcast Stations in TV and Non-TV Communities

(Including stations in operation during 1949 and 1950)

	1950	1949	Percent Increase in 1950
	(Millions of dollars) Broadcast Revenues		(%)
421 AM and AM-FM Stations located in TV markets	$170.3	$159.4	6.8
1,351 AM and AM-FM Stations located in Non-TV markets	160.8	146.1	10.1
1,772 Total Stations	$331.1	$305.6	8.3

* * *

TABLE III

Estimated 1950 FM Broadcast Revenues, Expenses and Income

Item	1950 Number of Stations	1950 Amount (Millions of dollars)	1949 Number of Stations	1949 Amount (Millions of dollars)
FM Stations Operated by:	FM Broadcast Revenues			
AM Licensees				
Reporting No FM Revenues (See Note 1)	351	...	452	...
Reporting FM Revenues	193	$1.7	167	$1.2
Non-AM Licensees	80	1.4	104	1.4
Total FM Stations	624	3.1	723	2.6
FM Stations Operated by:	FM Broadcast Expenses			
Non-AM licensees	80	3.5	104	5.0
Industry Total		See Note 1		See Note 1
	Total FM Broadcast Income (Before Federal Income Tax)			
FM Stations Operated by:				
Non-AM licensees	80	(2.1)	104	(3.6)
Industry Total		See Note 1		See Note 1

( ) Denotes loss.

NOTE 1: In view of the difficulty in a joint AM-FM operation in allocating FM station operation expense separately from AM station operation expense, licenses of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

WEAW PROTESTS

Telephone Co. Policy

WEAW (FM) Evanston, Ill., has filed a complaint with FCC against the interconnection policy of the Illinois Bell Telephone System on relaying of U. of Wisconsin basketball games from stations in Wisconsin. FCC has requested details from Illinois Bell on the matter.

WEAW told FCC it was required to buy a line to WHA Madison for a game early in 1950 when it wanted to buy a line only to WHAD Delafield, Wis., WHAD obtaining off-air pickup of WHA.

Not being able to afford the line to Madison for a season, WEAW explained that for the current season it picked up WHAD off-the-air at the home of WEAW President Edward A. Wheeler in Wilmette and bought a phone line from his home to the station. But the line was later removed, WEAW said, when Illinois Bell learned of its use in "violation" of regulations.

Maynard Named

APPOINTMENT of 2d Lt. Gordon Maynard (USMC), formerly motion picture director with Warner Bros., as television director and film editor in the Defense Dept.'s Radio-TV Branch, was announced last Tuesday by Charles Dillon, branch chief. Lt. Maynard worked on Technicolor and other assignments while with the Hollywood motion picture producing firm.

Eastern Regional

$85,000.00

Profitable, fulltime regional located in one of the best eastern major markets. Excellent TV possibilities. Financing available.

Western Local

$25,000.00

This very attractive single station market situation offers an ideal opportunity to one or two good operators for profits and fine living.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

CBS ELECTION

Guild Loses Close Vote

CBS WHITE-COLLAR employes in New York, in an NLRB election April 18, voted 308 to 290 against being represented by Local 3, Newspaper Guild of New York, CIO, for bargaining. purposes. In the absence of a majority vote for the guild, the employes will go unrepresented.

The election followed an earlier one held March 7 which was inconclusive, the two highest votes being against having any union and for the guild [BROADCASTING • TELECASTING, March 12].

With the result of last week's election known, Thomas J. Murphy, guild executive vice president, announced charges of unfair labor practices and intimidation would be filed against CBS by the guild with NLRB. Charges would have been filed before the election, he said, but the effect would have been to postpone holding it indefinitely. The union will press for a new election soon, he said.

Citing a 10% cost-of-living wage increased announced by CBS before the election as a "most flagrant practice," he said the network's management would be charged with violating NLRB rules by electioneering during the election as well.

CUTBACK LAYOFFS

RCA, Philco Adjust Output

SOME 6,300 radio and television workers of RCA and Philco reportedly are to be laid off temporarily before the end of April in Camden and Philadelphia.

Harry Block, IUE vice president, said some Philadelphia Philco plants would be shut down for two weeks beginning April 23, resulting in a layoff of about 5,000 workers. Anthony P. Perry, president, Union's Local 103, said that 1,300 employes of RCA in Camden would be laid off April 13.

C. M. Odorizzi, operating vice president of RCA-Victor Div., explained its layoffs were necessitated by conversion to defense production plus seasonal factors and material restrictions. A Philco spokesman stated that the cutback was due to an "adjustment of production schedules in line with the requirements of government regulations and the spring sales demand."

WCKY Cincinnati awarded bronze plaque from Hamilton County Community Chest for best program during 1951 Community Chest Drive.

Why buy 2 or more...
do 1 big sales job
on 'RADIO BALTIMORE'
WBAL
Contact
EDWARD
PETRY CO.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

REGULAR WEEK MARCH 4-10, 1951

Current Rank	Previous Rank	Programs	Current Ratings Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.3)
1	1	Lux Radio Theatre (CBS)	19.4
2	88	Pabst Blue Ribbon Bouts (CBS)	17.8
3	5	Charlie McCarthy Show (CBS)	17.1
4	2	Jack Benny Show (CBS)	17.0
5	3	Amos 'n' Andy (CBS)	15.5
6	8	Red Skelton (CBS)	14.7
7	4	Godfrey's Talent Scouts (CBS)	14.5
8	6	My Friend Irma (CBS)	14.2
9	22	Horace Heidt Show (CBS)	14.1
10	7	Walter Winchell (ABC)	12.9
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.2)
1	1	Beulah (CBS)	10.8
2	2	Tide Show (CBS)	9.4
3	4	Club 15 (CBS)	8.9
WEEKDAY (Average For All Programs)			(5.7)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.0
2	2	Romance of Helen Trent (CBS)	9.9
3	3	Our Gal, Sunday (CBS)	9.6
4	8	Big Sister (CBS)	8.9
5	4	Wendy Warren and the News (CBS)	8.9
6	6	Ma Perkins (CBS)	8.7
7	11	Pepper Young's Family (NBC)	8.7
8	12	Right to Happiness (NBC)	8.3
9	5	Arthur Godfrey (Nabisco) (CBS)	8.2
10	13	Guiding Light (CBS)	8.1
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	9.4
2	2	The Shadow (MBS)	9.2
3	3	Martin Kane, Private Eye (MBS)	7.2
DAY, SATURDAY (Average For All Programs)			(5.3)
1	2	Stars over Hollywood (CBS)	9.7
2	3	Armstrong Theatre (CBS)	8.8
3	7	Give and Take (CBS)	8.4

* * *

EXTRA-WEEK FEBRUARY 25—MARCH 3, 1951

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	18.8
2	2	Jack Benny Show (CBS)	16.2
3	5	Charlie McCarthy Show (CBS)	16.0
4	4	Amos 'n' Andy (CBS)	15.5
5	7	My Friend Irma (CBS)	13.9
6	14	You Bet Your Life (NBC)	13.3
7	3	Godfrey's Talent Scouts (CBS)	13.0
8	8	Red Skelton (CBS)	12.8
9	6	Walter Winchell (ABC)	12.6
10	12	Life with Luigi (CBS)	12.1

* * *

EXTRA-WEEK MARCH 11-17, 1951

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	18.1
2	Charlie McCarthy Show (CBS)	17.6
3	Jack Benny Show (CBS)	16.1
4	Amos 'n' Andy (CBS)	15.6
5	Godfrey's Talent Scouts (CBS)	15.3
6	You Bet Your Life (NBC)	14.6
7	Red Skelton (CBS)	14.2
8	Mystery Theatre (CBS)	13.8
9	My Friend Irma (CBS	13.5
10	Mr. District Attorney (NBC)	13.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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WAAF Drops Permit

WAAF Chicago, 1 kw daytimer on 950 kc, has been granted cancellation of its construction permit for change in operation to fulltime with 5 kw power, directional. Founded in 1922, WAAF told FCC it was reluctantly giving up the CP because it was unable to obtain title to, and zoning approval of, its proposed new antenna site. WAAF also said it has spent considerable money in new studios in the LaSalle-Wacker Bldg., as well as in construction of WAAF-FM, Class B outlet.

WNLK OFFICERS

Named by New Owners

NEW officers and directors for WNLK Norwalk, Conn., have been elected. David W. Jefferies is president and general manager, succeeding Dr. Benjamin Ginzburg, who secured FCC approval for sale of his interests last month.

Two new directors were elected—Currier Lang, president, Norwalk Hospital Assoc., and Marshall Gans, president, Norwalk Realty Co. Other officers are Miles Pennybacker and John H. Woodward, vice presidents; Joseph V. Lentini, secretary; Charles Hilton, assistant secretary; Michael J. Cuneen Jr., treasurer, and Russell Frost III, assistant treasurer.

Dr. Ginzburg is severing all connection with the station he founded. Together with his brother and sister and Solomon Petchers of New York, Dr. Ginzburg sold 450 shares of stock, majority interest, to Mr. Jefferies, Mr. Cuneen and Mr. Lentini for $20,000.

Dr. Ginzburg received a great deal of publicity several years ago when he cut Henry Wallace off the air while the latter was speaking during a church program regularly scheduled on WNLK.

Mr. Jefferies was, until recently, chief engineer at WESB Bradford, Pa. Mr. Cuneen was once promotion manager for WESB and Mr. Lentini was program director.

Harry P. Francis

HARRY P. FRANCIS, 61, treasurer of Atherton & Currier, New York, died April 15 in Mount Vernon Hospital, N. Y. Mr. Francis had been treasurer of Atherton & Currier for 24 years. Prior to that he was with the Morse International Agency. Surviving are his widow, Mrs. Florence Boden Francis, and a son, Warren T. Francis.

NEARLY 30 YEARS
MANUFACTURERS OF
FINE BROADCASTING EQUIPMENT
Gates
RADIO COMPANY
QUINCY, ILLINOIS
Phone 2202
WASHINGTON, D.C. (Warner Bldg.) — HOUSTON, TEXAS (2700 Polk Ave.)

Open Mike

(Continued from page 52)

interest. However, we are disappointed that BROADCASTING • TELECASTING in all its columns of type devoted to this subject has completely ignored the excellent job WNOE did in its coverage of the Kefauver hearings in New Orleans. . . .

When the Kefauver committee opened hearings in New Orleans on Thursday, Jan. 25, 1951 (well in advance of the New York hearings), WNOE was the *only* radio or TV station to cover the hearings in their *entirety* live and direct. WNOE cancelled the bulk of its commercial commitments at a cost in excess of $3,000 to present the hearings to the public. . . .

James E. Gordon
Pres. & Gen. Mgr.
WNOE New Orleans

[EDITOR'S NOTE: From BROADCASTING • TELECASTING, Feb. 5: ". . . WNOE New Orleans cancelled much of its commercial schedules to air proceedings of the Senate Crime Investigating Committee . . ." But to WNOE, a second round of applause for its thorough coverage before the Kefauver committee reached its peak of popularity.]

RCA VICTOR STUDIOS, Royal York Hotel, Toronto, has increased telephone facilities to its studios and offices. New phone number is EMpire 3-3443.

a WHALE of a Market!
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

HOME OF . . .
233,012* People
Rock Island Arsenal
Over 300 Industrial Firms

* 1950 U. S. Census Preliminary Report

Quad-Cities' giant manufacturing concerns are turning out a vast array of materials for national defense . . . as well as the vital products for peacetime civilian life. Industrial employment numbers over 50,000. The population trend is UP . . . manufacturing payrolls are UP . . . consumer buying is UP. *WHBF is the station with the coverage and impact to deliver sales at a profit in this big, unified market.*

Delivering More Listeners at a lower cost . . .

WHBF
5000 WATTS BASIC ABC
AM TV FM
NAT'L REP. AVERY KNODEL INC

FCC actions

APRIL 10 TO APRIL 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 10 Applications . . .

Modification of CP

KJCF Festus, Mo.—Mod. CP new AM station to change type trans.

WWNR Beckley, W. Va.—Mod. CP authorizing change in frequency, power, etc. to change type of trans.

KSL-TV Salt Lake City, Utah—Mod. CP new TV station for extension of completion date to 5-15-51.

Authority to Transmit

Following request authority to transmit programs to CFRA Ottawa, Can.: Syracuse Bcstg. Corp., Syracuse, N. Y. and Monroe Bcstg. Co. Inc., Rochester, N. Y.

AM—1230 kc

KSEY Seymour, Tex.—Mod. license to increase power from 100 w to 250 w.

FM—105.9 mc

WFOW (FM) Madison, Wis.—CP to change from class A to class B, frequency from Ch. 285 (104.9 mc) to Ch. 290 (105.9 mc), ERP from .93 kw to 8.01 kw and antenna from 100 ft. to 84.5 ft.

License for CP

KSDB-FM Manhattan, Kan.—License for CP new non-commercial FM station.

WLWC (TV) Columbus, Ohio—License for CP new TV station indicating studio and trans. location.

WHMA-FM Anniston, Ala.—License for CP new FM station.

License Renewal

Following stations requested renewal of license: WCRI Scottsboro, Ala.; KRVN Lexington, Neb.; WRIO Rio Piedros, P.R.; KTAN Sherman, Tex.; WHWB Rutland, Vt.; WSPT Stevens Point, Wis.; WEED-FM Rocky Mount, N. C.

Modification of CP

Following stations request mod. CP for extension of completion date: KFAC-FM Los Angeles; WRGA-FM Rome, Ga.

CP to Replace CP

WGNR-FM New Rochelle, N. Y.—CP to replace expired CP new FM station.

April 11 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

WJXN Jackson, Miss.—CP to change from 1450 kc 250 w unl. to 1300 kc 5 kw-D 1 kw-N, install new trans. and change trans. location.

FOR FINEST TAPE RECORDING
WNNC
NEWTON, N. C.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

AM—1310 kc

WISE Asheville, N. C.—CP to change from 1230 kc 250 w unl. to 680 kc 1 kw unl. DA-DN AMENDED to change from 680 kc to 1310 kc 5 kw-D 1 kw-N DA-N, change type trans. and trans. location.

License for CP

WELP Easley, S. C.—License for CP new AM station.

WISC-FM Madison, Wis.—License for CP new FM station.

WBUR (FM) Boston, Mass.—License for CP authorizing changes in non-commercial educational FM station.

License Renewal

Following stations request renewal of license: WTNC-FM Thomasville, N. C.; WNUR (FM) Evanston, Ill.; WVSH Huntington, Ind.; WNAS New Albany, Ind.

APPLICATIONS RETURNED

Amended Application

WSIC Statesville, N. C.—RETURNED application for CP to change from 1400 kc 250 w unl. to 1190 kc 1 kw unl. AMENDED to change from 1190 kc to 550 kc 1 kw unl. etc.

Assignment of License

WIRB Enterprise, Ala.—RETURNED application for assignment of license to Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bcstg. Co.

AM—1380 kc

KPRS Olathe, Kan.—RETURNED application for CP to change from 1590 kc to 1380 kc.

April 12 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

The Johns-Embury Co., Portage, Wis. and Portage Bcstg. Co., Portage, Wis.—Designated for hearing in consolidated proceeding with application of Prairie Bcstg. Co., Beaver Dam, Wis., application of Johns-Embury for a new station on 1350 kc 500 w D, and application of Portage Bcstg. Co. for same frequency with 1 kw D; made WEMP Milwaukee and WBAY Green Bay, Wis. parties to proceeding with respect to Beaver Dam application only. Hearing already scheduled in Washington on May 3.

Uvalde Broadcasters, Laredo, Tex. and Norman B. Lassetter, Laredo, Tex.—Designated for consolidated hearing in Washington on June 14 re applications of Uvalde and Lassetter, both requesting new stations on 1490 kc 250 w unl.

Scranton Radio Corp., Scranton, Pa.—Designated for hearing in Washington on June 11 re appliaction for a new station on 1400 kc 250 w unl.; made WEST Easton, Pa. party to proceeding.

WVOP Vidalia, Ga.—Designated for hearing in Washington on June 1 re application to change facilities from 1450 kc 250 w unl. to 970 kc 1 kw D.

Authority Granted

WSKB McComb, Miss.—Granted authority to remain silent for an additional 30 days from April 6 pending financial reorganization.

Granted authority to stations WHYN Holyoke, Mass.; WRNY Rochester, N. Y.; WNDR Syracuse, N. Y.; WITH Baltimore, Md.; and WKBW Buffalo, N. Y., to transmit programs by Bell System wire line circuits from main studios of respective five stations to CFRA Ottawa, Can., for one year, in order to provide programming to Ottawa Valley area of Canada, and American baseball games which cannot be heard in any other way.

Renewal of Licenses

Following stations were granted renewal of licenses for period ending May 1, 1954:

KAMQ Amarillo, Tex.; KCHI Farmington, Mo.; KDSX Denison, Tex.; KENT Shreveport, La.; KFBK & Aux. Sacramento, Calif.; KFVD Los Angeles; KGA Spokane; KHMO Hannibal, Mo.; KIBE Seattle; KJAN Columbus, Nebr.; KLOU Lake Charles, La.; KNEX McPherson, Kans.; KOCS Ontario, Calif.; KPMC Bakersfield, Calif.; KREW Spokane; KRLD Dallas; KSTA Coleman, Tex.; KTOK Oklahoma City; KVOO Tulsa; KWCO Chickasha, Okla.; KWKH Shreveport, La.; KWSO Wasco, Calif.; WATH Athens, Ohio; WAUX Waukesha, Wis.; WBUX Quakertown, Pa.; WCAZ Carthage, Ill.; WCLI Corning, N. Y.; WFGM Fitchburg, Mass.; WFGN Gaffney, S. C.; WFRL Freeport, Ill.; WHIN Gallatin, Tenn.; WHOO Orlando, Fla.; WITZ Jasper, Ind.; WJJJ Montgomery, Ala.; WJMJ Philadelphia; WKAM Warsaw, Ind.; WKBS Oyster Bay, N. Y.; WKOX Framingham, Mass.; WKRS Waukegan, Ill.; WKTM Mayfield, Ky.; WBUT & Aux. Brockton, Mass.; WMEV Marion, Va.; WNAR Norristown, Pa.; WOAP Owosso, Mich.; WPGH Pittsburgh, Pa.; WQXR & Aux. New York, N. Y.; WVCG Coral Gables, Fla.; WVSC Somerset, Pa.; WSMI Litchfield, Ill.; WSCR Scranton; KBKI Alice, Tex.; KSCO Santa Cruz, Calif.; KFMJ Tulsa; KIVY Crockett, Tex.; KLKC Parson, Kans.; KOMO & Aux. Seattle; WHAM & Aux. Rochester, N. Y.; WJEH Gallipolis, Ohio; WJMO Cleveland; WJVB Jacksonville Beach, Fla.; WLIP Kenosha, Wis.; WPAG Ann Arbor, Mich.; WPEP Taunton, Mass.; WBUT Butler, Pa.; WFUR Grand Rapids, Mich.; KXEL Waterloo, Iowa; WCIL Carbondale, Ill.; WCKY Cincinnati; WCNT Centralia, Ill.; KGYN Guymon, Okla.; KOMA Oklahoma City; KSIB Creston, Iowa; KWHK Hutchinson, Kans.; KSOO Sioux Falls, S. Dak.; WAPF McComb, Miss.; WAPI Birmingham, Ala.; WCAR Pontiac, Mich.; WCAU Philadelphia; WCFL Chicago; WCNB Connersville, Ind.; WCSI Franklin, Ind.; WDZ Decatur, Ill.; WGNY Newburgh, N. Y.; WHBO Tampa, Fla.; WHFB Benton Harbor, Mich.; WHLI Hempstead, N. Y.; WHO Davenport, Iowa; WHOW Clinton, Ill.; WHPE High Point, N. C.; WKAI Macomb, Ill.; WKBW Buffalo; WKXY Sarasota, Fla.; WLBB Carrollton, Ga.; WLEW Bad Axe, Mich.; WLPO La Salle, Ill.; WMBI Chicago; WSIV Pekin, Ill.

Request Granted

KDAN Oroville, Mercury Co., Oroville, Calif.—Granted request to remain silent pending Commission action on pending application for assignment of license.

April 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KOKX Keokuk, Iowa—License for CP authorizing increase in power, change hours of operation, install new trans. and DA-DN etc.

WBT-FM Charlotte, N. C.—License for CP new FM station.

AM—1390 kc

WWOD Lynchburg, Va.—CP to increase power from 1 kw unl. to 5 kw-D 1 kw-N DA-N and install new trans. AMENDED to change type trans.

Modification of CP

KFUO-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.

April 13 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

Condado Bcstg. Co., San Juan, P. R. and Jose Ramon Quinones, Mayaguez, P. R.—Designated for consolidated hearing in Washington on June 13 re applications, each requesting new stations on 1190 kc 250 w unl.

April 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KCNA Tucson, Ariz.—Mod. CP authorizing change in frequency, power, install new trans, and DA-N and change trans. location for extension of completion date.

WSUN St. Petersburg, Fla.—Mod. CP authorizing installation of new trans., change DA and trans. location for extension of completion date.

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP authorizing change in frequency, increase power, install new trans. and DA-DN etc. for extension of completion date.

KNAL Victoria, Tex.—Mod. CP authorizing change in hours operation and install DA-N for extension of completion date.

WIOD-FM Miami, Fla.—Mod. CP new FM station to change ERP from 53 kw to 15.6 kw, ant. from 315 ft. to 285 ft. and change ant. system.

WORX Madison, Ind.—Mod. CP new FM station for extension of completion date.

KUGN-FM Eugene, Ore.—Mod. CP new FM station for extension of completion date.

WFMY (FM) Greensboro, N. C.—Mod. CP authorizing changes in FM station to change ERP from 52 kw to 34 kw.

License for CP

KOEL Oelwein, Iowa—License for CP to change studio location etc.

KREW Sunnyside, Wash.—License for CP to change frequency and hours operation.

License Renewal

Following stations request renewal of license: KOLS Pryor, Okla.; WMUS Muskegon, Mich.; WLIB New York; WWWW Rio Piedras, P. R.; WDHN (FM) New Brunswick, N. J.

APPLICATION AMENDED

TV—Ch. 7

Radio Roanoke Inc., Roanoke, Va.—Application for new TV station AMENDED to change from Ch. 5 (76-82 mc) 13.1 kw vis. 6.55 kw aur. to Ch. 7 (174-180 mc) 19.2 kw vis. 9.6 kw aur. and change type ant.

April 16 Decisions . . .

ACTION ON MOTIONS

By Comr. Frieda B. Hennock

KCBQ San Diego, Calif.—Granted petition requesting dismissal without prejudice of application for mod. license.

American Telephone and Telegraph Company—Granted motion for extension of time to May 9 for filing reply brief to exceptions and request for oral argument in matter of Western

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
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nion Telegraph Co. and American el. and Tel. Co. et al. with respect o intercity video transmission service.

By Examiner J. D. Cunningham

Central Ohio Bcstg. Co., Galion, Ohio —Granted petition insofar as it requests leave to amend application to pecify maximum expected operating alues of radiation of proposed station n certain directions during nighttime ours, and with reference to day and ight power output requested; denied n all other respects.

City Broadcasting Corp., Nashua, . H.—Granted motion for continuance f hearing in proceeding upon application and that of WHOB Gardner, Mass. om Apr. 20 to May 29 in Washington.

By Examiner Leo Resnick

FCC General Counsel and WINS New ork—Granted joint petition for continuance of hearing in proceeding upon application of WINS for extension of completion date from Apr. 30 to Jul. 30 in Washington.

By Examiner Basil P. Cooper

WLAC Bcstg. Service, Nashville, Tenn.—Granted motion for continuance of hearing in proceeding upon application of Radio Reading, Reading, Pa. from April 16 to May 2, in Washington.

By Examiner Elizabeth C. Smith

KREI Farmington, Mo.—Granted motion for indefinite continuance of hearing in proceeding upon application; hearing presently scheduled for April 24.

April 16 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

KFQD Anchorage, Alas.—Mod. CP authorizing change in ant. and ground system to change from 790 kc to 600 kc and install new trans.

License for CP

WVET Rochester, N. Y.—License for CP to install aux. trans. at site of main trans.

SSA

KTW Seattle—Application for SSA to operate simultaneously with KWSC Pullman, Wash. from 7:30 p.m. to 8:30 p.m. DST on Thurs. evenings during summer months.

Modification of CP

WJPG Green Bay, Wis.—Mod. CP authorizing change in frequency, hours operation etc. for extension of completion date.

License Renewal

KPUG Bellingham, Wash.—Requests renewal of license.

WISR-FM Butler, Pa.—Same.

APPLICATIONS RETURNED

WSHB Stillwater, Minn.—RETURNED application for renewal of license.

WILK Wilkes-Barre, Pa.—RETURNED application for CP authorizing change in frequency, increase in power, install new trans. and DA-DN etc.

April 17 Decisions . . .

BY THE COMMISSION

Extension Granted

WINZ Hollywood, Fla.—Granted further extension of temporary authority for 60 days from April 18 to operate with reduced power of 500 w at night using temporary DA.

BY THE SECRETARY

WOR-TV New York—Granted license for new TV station and for move of studio location.

WWJ-TV Detroit, Mich.—Granted license for new TV station and change designation of studio location. Ant. 658 ft.

WWNR Beckley, W. Va.—Granted mod. CP to change type of trans.; conditions.

KFUO-FM Clayton, Mo.—Granted mod. CP for extension of completion date to 6-1-51.

WWJ-FM Detroit, Mich.—Granted license covering changes in existing FM station (97.1 mc 48 kw 660 ft.)

WXHR Cambridge, Mass.—Granted license for new FM station; 96.9 mc 5 kw; 444.5 ft.

WBEV Beaver Dam, Wis.—Granted mod. CP covering change in type trans. and ground system and specify main studio location.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 7-15-51.

WSM Inc., Area, Nashville, Tenn.—

(Continued on page 108)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. In 90 days, an independent in a two station 100,000 population midwest market will need a manager. Must have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 422J, BROADCASTING.

Salesmen

Radio library salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 183J, BROADCASTING.

Two salesmen needed for a going 250 watter. Operation demands salesmen who can do the selling, servicing and copywriting. Will pay 20 percent and guarantee $300 per month minimum and if you're fast on service and copy work, you should go beyond $500 per month within a few months. No youngsters and no beginners. You must have a solid and successful radio sales background. It's easy to sell behind good programming and operation and there's an opportunity for two men to make $600 per month each. Box 494J, BROADCASTING.

Experienced announcer-disc jockey to learn sales. New 1 kw daytimer. East. Box 500J, BROADCASTING.

Transcribed news feature desires salesmen throughout country. Commission basis. Box 508J, BROADCASTING.

West Texas station needs salesman. Good conditions. Salary and commissions. Box 513J, BROADCASTING.

Salesman: Former announcer-disc jockey who wants to do both. New 1 kw daytimer. Box 501J, BROADCASTING.

Immediately: Sales manager, or sales-announcer, desiring to settle in small community and build his future, along with ours, utilizing his own ability and initiative. Florida residents preferred but not mandatory. WIPC, Lake Wales, Florida.

Announcers

Topnotch announcers (2). No "has beens" or "almost theres." These men must be good. News and DJ on hot eastern indie. Box 338J, BROADCASTING.

Announcer, some experience, pleasant voice, willing, able to sell over air. No hot-shots or floaters. Graduating wage scale, excellent opportunity for right man. Disc, photo to Box 385J, BROADCASTING.

Experienced, announcer-newsman. Deep, authoritative voice. New 1 kw daytimer. East. Box 502J, BROADCASTING.

Minnesota station needs combination announcer-engineer. Top pay for a top man. Box 479J, BROADCASTING.

Announcer-salesman with exclusive in branch studio, well established network station. Fine chance for advancement. Box 496J, BROADCASTING.

Disc jockey: Clever, mature voice. New 1 kw daytimer. East. Box 503J, BROADCASTING.

Announcer-engineer wanted for Alabama station. $75.00 per week. Box 507J, BROADCASTING.

Help Wanted (Cont'd)

West Texas station needs good combination man. Good salary and excellent hours. Box 512J, BROADCASTING.

Copywriter-announcer. Male only. Announcing limited to only 2 hours daily. Kw daytimer. East. Box 504J, BROADCASTING.

Wanted immediately, announcer with first phone license, must be heavy on announcing, good pay and excellent opportunity for right man. Send photo, disc and qualifications to Chick Catterton, Manager, WMMB, Melbourne, Florida.

Permanent opening for intelligent, experienced announcer-writer. Box 789, Harrisonburg, Va.

Announcer with first class telephone license for permanent staff assignment. P. O. Box 1479, Honolulu, Hawaii.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. **Radio Station KBRL, Box 342, McCook, Nebraska.**

Immediate opening, announcer with first phone, $225 month start, 40 hour week. Experience desirable but not necessary. Chief engineer spot opening soon. Phone or wire collect if interested. McCosh, KCID, Caldwell, Idaho.

Announcer-newsman. Gather local news. Good salary for good man. KSNY, Snyder, Texas.

Above average announcer wanted for above average small market operation. Is $300 monthly satisfactory? Send disc and details KTFY, Brownfield, Texas.

Combination announcer-salesman-copywriter with car. Send snapshot and disc with letter of application ABC affiliate, KVOC, Casper, Wyoming.

Announcer, single. Send audition disc, photo, details. WAND, Canton, Ohio.

Wanted immediately: Announcer-engineer with emphasis on announcing. Must have right attitude. Write or call Dick Sutter, Manager, Radio Station WCRA, Effingham, Illinois.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Wanted: Smooth, staff announcer with experience for permanent position with expanding 250 watt ABC station. Play-by-play man given additional consideration on essentially a staff job. No radio school grads without at least a year's experience, please. Send complete details and audition to Bob Nelson, WDUZ, Green Bay, Wisconsin.

Combination announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

Announcer-engineer, emphasis announcing. Refer to identical ad under salesmen. WIPC, Lake Wales, Florida.

Wanted: Combination announcer-engineer. Send audition and full particulars first letter. WLET, Toccoa, Georgia.

Wanted—Announcer-engineer and straight announcer, both with radio schooling or 6 months experience. Send disc and full particulars first letter. WMLT, Dublin, Georgia.

Help Wanted (Cont'd)

Wanted: Experienced announcer with voice that can sell. Must have knowledge of both pop and legit and have ability to take over control board operation, which is a must. Job pays sixty dollars for forty hours. Send photo, disc and qualifications immediately to Chick Catterton, General Manager, WMMB, Melbourne, Florida.

Good, solid commercial announcer, **preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.**

Immediate opening for announcer with first or second class license. Not a replacement. Addition to present staff. WRCS, Ahoskie, N. C.

Announcer-engineer for fulltime independent. Send audition, photo, complete data. WRCO, Richland Center, Wisconsin.

Technical

Engineer, $55 starting salary. Reasonable living conditions. No announcing or experience necessary. Box 396J, BROADCASTING.

Immediate opening first phone engineer. Top wages for man who can do control room work and operate transmitter. Box 451J, BROADCASTING.

Engineer, experienced in maintenance of directional array and transmitter for 5 kw midwest station. With statement of experience and education please enclose a snapshot. Box 460J, BROADCASTING.

Chief engineer for directional station in upper midwest. Must be good at maintenance. Good pay. Box 480J, BROADCASTING.

Engineer and combination engineer-announcer. ¼ kw. Vicinity New York. Box 492J, BROADCASTING.

Experienced combo man, 1st class license, $270 month, 48 hours. Send disc KANA, Anaconda, Montana.

Announcer with first phone, experience not important, willing, energetic. Daytime LBS affiliate. KCHI, Chillicothe, Missouri.

Progressive 250 watt station, waiting for 5000 watt C. P. needs a qualified engineer. Experience helpful but not necessary. Write Chief Engineer, KNOX, Grand Forks, No. Dak.

First class operator. No experience required. WCFV, Clifton Forge, Virginia.

Wanted, phone first, console, transmitter. 38½ hours, $45.00 start. WCSS, Amsterdam, N. Y.

Wanted: Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTM, Wilson, North Carolina.

Control operator with 1st class ticket. You don't need a car. Experience unnecessary. Announcing not required, but acceptable. Starting pay, $52.00 for 48 hour work week. Vacations and sick leave. If interested send photo and advise date you can report. If you have worked will want references. If married, how much room will you need for family. Address replies to F. E. Lackey, WHOP, Hopkinsville, Kentucky.

Help wanted: First class operator, WICY, Malone, New York.

Engineer-announcer for evening work, start $1.25 hourly. Contact Manager, WIEL, Elizabethtown, Ky.

Help Wanted (Cont'd)

Wanted engineer. Experience not necessary. Needed immediately. Please state salary expected in reply to Chief Engineer, WMFT, Florence, Alabama.

Combination transmitter-control operator, first class license, for Station WMSA, Massena, New York. No announcing. Contact Mr. McHugh.

Wanted: Transmitter operator, 1st phone license, daytime station, experience not necessary. Contact G. F. O'Grady, Chief Engineer, WNAW, North Adams, Mass.

Offer first phone beginner $50.00, 48 hours, two weeks vacation with pay, hospital benefits, WRNO, Orangeburg, S. C.

Engineer, network station. Announcing experience helpful, not necessary. WSOY, Decatur, Illinois.

Immediate opening: First class engineer. Some announcing. Prefer some experience. Start $200-$225. Iowa. 250 watt. AM and FM transmitters. Box 447J, BROADCASTING.

Engineer: First ticket and one announcer, at once. WWGP, Sanford, N. C.

Production-Programming, others

Program director to take complete charge of program department of a five kw Mutual sports, music markets and news station in city of over 100,000 in midwest. Must have experience as program director, pay accordingly. Box 448J, BROADCASTING.

Male copywriter with ideas. Some announcing. Send samples work. Texas. Box 462J, BROADCASTING.

Program director, able to take complete charge of program department in Minnesota station. Must be aggressive. Must be good MC for amateur shows, man on the streets, etc. Send disc, details and expected salary to Box 476J, BROADCASTING.

Wanted: Program, production manager able to handle inside. Previous experience in small station central. Excellent future. Box 495J, BROADCASTING.

Have opening for commercial copywriter. Necessary to expand our staff. Prefer man who can handle mike as need be. Address: Lee Gordon, Manager, KSWI, Council Bluffs, Iowa.

Continuity writer needed immediately. Contact Bill McKibben, WACB, Kittanning, Penna.

Wanted at once, woman continuity writer. Some experience desired. Opportunity for some air time. Contact Manager, Radio Station WCRA, Effingham, Illinois.

Wanted: Reporter to gather and write local news. Send complete details and salary requirements to WJTN, Jamestown, New York.

Wanted by a large exclusive furniture store, a fulltime home decorator who has the ability of handling one 15 minute radio program per day which would include giving decorator hints, etc. The women to work fulltime for the furniture store. Excellent salary and other advantages. Please write at once to Mr. A. E. Heiser, General Manager, Radio Station WLEC, Sandusky, Ohio.

Television

Production-Programming, others

Immediate opening in Ohio for television director, 6 months to year experience studio shows. Send complete resume, salary desired. Box 464J, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Station manager, eleven years overall radio experience. Presently employed midwest station, desires to relocate in east. Highly successful sales, sales promotion, business administration and public relations. Desires only opportunity to prove ability. Box 497J, BROADCASTING.

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box [illegible] BROADCASTING.

General manager, 12 years experience; mature, sober, highly successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 364J, BROADCASTING.

Manager. Nationally recognized for promotional and sales record. Mature, responsible businessman whose past speaks for itself in profits and community respect. Box 468J, BROADCASTING.

Manager-sales manager, available May first. Strong on sales and promotional sales. Prefer competitive, medium or large market, in south or southwest. No objection to station now operating in red. Box 484J, BROADCASTING.

Experienced general manager, more than 11 years metropolitan and small market radio, including management, organization, sales, promotion, production, having come from announcer-actor ranks. Successful. Best references. Desires to settle permanently in progressive small market. Box 86J, BROADCASTING.

15 years experience in management, selling, programming and announcing. Sober, intelligent and a "right" man for the "right" job. Not a cheap man. Box 515J, BROADCASTING.

Money making trouble in your station? Manager of 5000 watt net station will take over your station and guarantee a profit for profit sharing plan. Can guarantee nucleus of competent, experienced staff. Write Box 516J, BROADCASTING.

Salesmen

Salesman-engineer, 4 years. South or southeast, $75.00 minimum start. Box 57J, BROADCASTING.

Attention radio station owners! Will call on advertising agencies in N. Y. My fee is $10 per hour. Twenty-five years radio broadcasting experience. Box 498J, BROADCASTING.

Announcers

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran. 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Veteran (non reserve) with family wants combination job west or southwest. Will graduate radio school May . All replies considered. Box 386J, BROADCASTING.

Announcer desiring good location, brand new sports program free with services. Box 424J, BROADCASTING.

Announcer, age 24, veteran, married, one child. Nine years experience, capable of any position in your announcing staff. Desire to settle in midwest. Box 433J, BROADCASTING.

You're a progressive, disc jockey minded station in or near metropolitan area, and need a mikeman with ideas who considers radio more than a job. Emphasis on producing audience getting, entertaining afternoon and nite personality platter shows, plus original kidish program. Presently employed. Draft exempt. College. Box 434J, BROADCASTING.

Sports man. Limited experience. Wants broader knowledge. Can do all play-by-play and color. Draft exempt. Will travel. Box 445J, BROADCASTING.

Announcer. Fully experienced all phases. Wishes to make permanent home. Finest references. Box 449J, BROADCASTING.

Announcer-disc jockey, sober, reliable, married, minimum $75.00. Ten years all phases radio. Southern California, New York area. Box 453J, BROADCASTING.

Need a Hooper-upper? Proven radio personality can doctor your station's I. Q. Successful record of establishing listener following that pays off. Built morning spot from 1.4 to 5.7 in thirteen weeks in major city. Raised evening period from 2. to 5.5 in two months. Won press-radio poll as "Most popular individual performer of all stations," in city of over million. Address Box 56J, BROADCASTING.

Combination announcer - engineer. 8 years experience in all departments. Prefer location in mid-Atlantic or southeastern. $75.00 minimum. Family man, best references, steady. Box 458J, BROADCASTING.

years successful comedy DJ, 400 letters weekly. Top Hooper. Combination. Married, exempt. Employed. 100. Box 466J, BROADCASTING.

Experienced sportscaster, three years all major sports, including wire recreations, commercial announcing. Now employed at station de-emphasizing sports. Married veteran with excellent references. Please include salary. Available on two weeks notice. Box 461J, BROADCASTING.

Announcer with first class ticket desires permanent position with future. Draft exempt, married, car, primary interest in announcing, presently employed. Box 469J, BROADCASTING.

Announcer, experienced, married, draft exempt, employed, desires position with future possibilities. Now handling programming, traffic, service, and some sales, will relocate. Box 471J, BROADCASTING.

Announcer-engineer. 21 months experience. Emphasis on announcing. Good morning man, wants to specialize in news. Box 475J, BROADCASTING.

Announcer, 25, presently employed, topnotch on commercials. 5 years in radio. 3½ years commercial experience. Strong on news, 1 year in farm service. Mail pull and DJ, worked live talent. No drifter. Looking for opportunity to progress. Married, vet, exempt. Disc, photo, qualifications. Box 481J, BROADCASTING.

Experienced announcer-engineer-salesman capable of managing small station, married, car, family, salary $375 month. Box 485J, BROADCASTING.

Experienced sportscaster desires position with sports and civic minded western station. Background includes production, programming and emcee. Box 483J, BROADCASTING.

Sportscaster, all major sports. Extensive background on statistics, participants. Write continuity for own sports programs. Some experience. Draft exempt. Box 488J, BROADCASTING.

Announcer, college grad. Sales background, can write copy. Draft exempt. Limited experience. Disc. Box 489J, BROADCASTING.

Combination announcer-engineer, six months experience with independent, draft exempt, family man, desire position southwest Pennsylvania. Box 491J, BROADCASTING.

Disc jockey, experience professional. High type show with wide appeal. College grad, versatile, excellent background and experience. Willing to work and reliable. Box 522J, BROADCASTING.

One of nation's outstanding disc jockey personalities seeking change of locale. Strong points: Knowledge of records and artists second to none, excellent sponsor results, top ad-lib job in friendly voice, telegenic, 30, married, draft exempt, 7 years experience. $100 weekly plus talent opportunities. All major markets considered. Box 506J, BROADCASTING.

Announcer, first class license, experienced, 31. Wish emphasize announcing, sales, programming. East. Box 509J, BROADCASTING.

Look! Announcer, twenty-six, draft exempt, single, four years experience, 1½ as PD. Good commercial man, strong on news and disc shows. Prefer east or midwest. Programming and production important. All replies appreciated. Box 511J, BROADCASTING.

Excellent background for the past four years in all phases including sales and program director post. Ready for move to larger station with chance for advancement in programming. Married, college. Box 519J, BROADCASTING.

Announcer, DJ, good at news, board work, graduate prominent radio school, 30 years old. Married, conscientious. Disc upon request. Prefer middle west or west. Bud Brooks, 6731½ Tujunga Ave., North Hollywood, California.

Announcer, young, draft exempt, single. Am no hot shot, looking for a good start. Will go anywhere. All-round announcer, except sports. Have car. 8 years prior radio experience before Army as juvenile actor. Wally Douglas, 1555 Unionport Road, Bronx 62, New York, TAlmadge 9-6374.

College trained sports man desires position. All sports experience, including national professional league and big ten basketball. Also hillbilly deejay. Will send disc or tape. Married vet. Age 25. Minimum salary $60. Ward Goodrich, 44½ West 26th Street, Indianapolis, Indiana.

Announcer, continuity writer. Vet, 21, single, draft exempt. Strong DJ and commercials. Ready to leave. Johnny Hunt, 3067 49th Street, Long Island City, New York, AStoria 4-9038.

Versatile announcer, ambitious. Strong on commercials, news, sportscasting. Some sales. Write continuity. Operate console. Some experience. Married, draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y.

Announcer: Attended "D.M.S.R.A.," Hollywood. Board experienced, single. Recording available. Leeds Scofield, 3340 81st Street, Jackson Heights, New York.

Sports-staff announcer looking for play-by-play baseball. Am presently employed in Logan, W. Va., where there is no baseball during season. Contact Mike Wynn, Box 696, Logan, W. Va.

Technical

Phone first, permanent. Salary, hours first contact. Box 361J, BROADCASTING.

Graduate electrical engineer with five years experience at 5 kw stations is seeking a responsible job. 25 years old, single, 4-F. Box 394J, BROADCASTING.

Chief engineer for nine years, with considerable installation and development laboratory experience, desires position with medium or large market station having television plans. Available for personal interview or by your Washington consultant. Box 446J, BROADCASTING.

Combination man, first class phone license, desires location in New York, Ohio, Pennsylvania, West Virginia, Maryland, Virginia. Some technical and announcing experience. 32 years old, married and a veteran. Dependable, conscientious, willing. Available July 1st. Box 463J, BROADCASTING.

Combo man, first phone, presently employed, limited experience, desires position with future. Married, draft exempt, own automobile. Box 470J, BROADCASTING.

Engineer: Experienced, 24, draft exempt. Prefer New York state. Car. Box 477J, BROADCASTING.

Southwest, dry climates: Daughters' health makes move desirable. Sixteen years broadcast. AM-FM installation, operation, maintenance. Executive experience. Permanent family. Permanent job? Available June. Box 493J, BROADCASTING.

Engineer, veteran, experienced, first phone, transmitter, control, remotes, recording, some announcing. Box 510J, BROADCASTING.

Vet with 1st phone. No experience, but plenty of ambition. Married, willing to travel. Hank Kusunoki, 67 West 96th Street, New York 25, N. Y., MOnument 6-3735.

Production-Programming, others

Female continuity writer, six years radio experience writing punchy, imaginative copy. Experienced programming and continuity. Seek position in Texas station. Box 430J, BROADCASTING.

Experienced, steadily employed program director desires another advancement. Good background in programming, announcing, production, writing and music. Draft exempt. Dollar proof upon request. Would consider managerial position. How's the fishing? Box 454J, BROADCASTING.

Save this frustrated news editor from neurosis! Desperately need chance to advance. Idea man thoroughly experienced getting and writing local news show. Want chance at mike or large station. Draft exempt vet. Write Box 455J, BROADCASTING.

Attention: Station reps, Philly or N. Y. Experienced hustler available. Box 472J, BROADCASTING.

PD specializing in commercial effectiveness of programming, traffic, copy, announcing, plus experienced supervision of all production departments. Success record. Excellent references. College graduate. Immediate availability or interview. Box 482J, BROADCASTING.

Experienced copywriter, women's announcer. Traffic, secretarial experience. College graduate. New England preferred. Box 487J, BROADCASTING.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Box 505J, BROADCASTING.

Wanted: Program directorship. Not wanted: Clerical position. Six years experience. 26 years old. Married. Draft exempt. Currently announcing at ninety per. Will exchange know-how, long hours, proven ability and announcing strength for good market. Good station, pleasant climate and warranted salary. Box 517J, BROADCASTING.

Production-program director or assistant. Desire move to larger station after successful background in programming, announcing and sales at top local in N. J. Married, B. F. A., excellent references. Box 518J, BROADCASTING.

Television

Salesmen

University graduate, successful, but miserable! Job in TV sales? Ahhh! Box 467J, BROADCASTING • *TELECASTING.*

Production-Programming, others

TV director. Program or technical, still and motion picture background, lighting experience, N. Y. TV training. Looking for position new midwest station. Box 452J, BROADCASTING • *TELECASTING.*

Television playwright, free lancing to networks, seeks New York position. Start bottom. Experience includes 53 appearances as a TV actor. Box 465J, BROADCASTING • *TELECASTING.*

Producer, interested in assuming producer-director duties in a station operation. Agency and other experience covers three years of activities in television. Best references, married, draft exempt, resume on request. Box 473J, BROADCASTING • *TELECASTING.*

For Sale

Invitation to bid covering moving station WNEL from San Juan to Dorado, P. R., including engineering, buildings, directive antenna and proof of performance. For detailed specifications write Box 499J, BROADCASTING.

Stations

Regional network midwest metropolitan market. 1950 profit $11,000. Much greater potential. All or part for sale. Reason, health. Box 459J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Presto PT-900 tape recorder used approximately 5 hours. Full price $700. Box 450J, BROADCASTING.

Collins modernized 300F AM 250 watt transmitter, one 26C limiting amplifier, three 7S line amplifiers, one 7-foot speech cabinet, two WE double jack strips, one Collins 40DA rack mounting frequency control unit. Box 474J, BROADCASTING.

Fairchild turntable diamond stylus and network. New condition cost $485. Bargain $250. In trunk. Box 514J, BROADCASTING.

Two RCA 73B professional recorders, suction pump, chip collectors. 300 hours use. KFGO, Fargo, North Dakota.

Recently replaced water-cooled 5 kw Western Electric transmitters, one modified completely for AC rectifiers, 1st class condition $10,000.00. Other partly modified for AC rectifiers some meters lost $6,000.00. KGVO, Missoula, Montana.

Used RCA 250-A BTF transmitter modified to 1950 specifications with complete set of spare tubes in first class shape. Make us an offer. WDAR, Savannah, Georgia.

Very scarce, brand new 2700 ft. Communications Products Company #91-501 ⅞ 72 ohm Seal-O-Flange transmission line. Will sell at cost. F. O. B., WESC, Greenville, S. C.

For sale—Raytheon 1 kw transmitter, three years old. Will be available in near future. For details, write Manager, WKBZ, Muskegon, Michigan.

For sale, Crouse-Hinds, 300 m/m beacon. Never used. Make an offer. WONN, Lakeland, Florida.

Wanted to Buy

Stations

Experienced manager desires to purchase or invest in to personally manage a radio station. Write Box 184J, BROADCASTING.

(Continued on next page)

Wanted to Buy (Cont'd)

Equipment etc.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliampere recording meter, preferably with Telechron motor. Box 296J, BROADCASTING.

Will buy 5 kw, 1 kw and 250 watt transmitter. Same must withstand engineering inspection. Give all in first letter. Box 478J, BROADCASTING.

1 or 2 Magnecorder tape recorder's complete, or mechanism only. State condition and price. Box 490J, BROADCASTING.

Will buy good console for 250 watt Collins transmitter. KWBW, Hutchinson, Kansas.

Wanted—5 kw AM transmitter. Send description and price to Manager, WKBZ, Muskegon, Michigan.

Situations Wanted

Managerial

REVIVE YOUR ORGANIZATION!
Experienced radio consultant can increase your sales, cut down your overhead efficiently and put new enthusiasm in your staff. Past relations have been very successful. This consultant experienced sales, sales promotion, business administration and public relations. Write successful consultants.

Box 520J, BROADCASTING

28-year-old, married veteran, now completing fourth year as assistant general manager and program director of small market, independent AM-FM station. Previous experience includes some network announcing and special events, plus continuity, production, news, special events, in metropolitan market stations. Completely familiar with all phases of station management, including engineering and sales, by virtue of ten years experience. READY TO MANAGE YOUR STATION AT YOUR PRICE—WITH RESULTS TO DETERMINE LATER INCREASES. Available two weeks notice. Box 521J, BROADCASTING.

For Sale

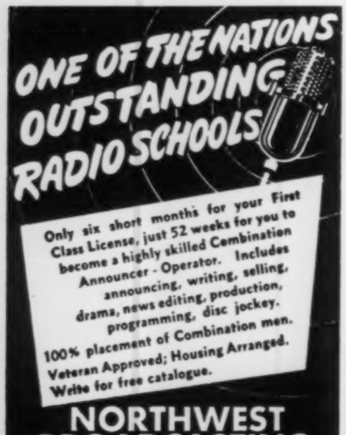
Equipment etc.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following.

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: **Davis 8-4800.**

Henry Geist, 60 East 42nd St., New York 17. Phone: **Murray Hill 7-1550.**

W. E. Taylor, Signal Mountain
Chattanooga, Tenn. **Phone: 88-2428**



ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
100% placement of Combination men.
Veteran Approved; Housing Arranged.
Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Heavy Displays

(Continued from page 23)

and a bone flute, carved from the shin bone of a deer.

The entire display was fronted by pillar decorations of blonde oak, in which were planted live white gladioli.

Federal Telecommunications Labs introduced a new television transmitter console, incorporating the innovation of a simultaneous switch for audio and video. It provides for four different audio inputs so that a microphone, turntables and remote unit can be used in combination.

Other products of interest to telecasters were the flying spot scanners, designed to convert slide information to a video signal suitable for broadcasting. They reportedly produce "composite picture signals in accordance with RTMA standards from subject material on 2 by 2-inch slides." Also shown were a television picture monitor, a synchronizing generator and sound channel equipment and a TV UHF radio relay link.

General Electric

General Electric Co. showed a 5 kw low-channel, air-cooled television transmitter, displayed under operating conditions on the convention floor, which channeled power into a dummy load which was not radiated. A 5 kw ultra-high frequency transmitter, offering more than 100 kw effective radiated power, was a portion of the new transmission and antenna developments of the company. Its helical antenna provides more than a 20-to-1 effective power gain, company spokesmen said. The Klyston tube, used with this assembly, was displayed with a helical antenna, a four-bay unit.

General Electric has re-designed its studio camera, incorporating a new lens chain, which will fit on any standard camera dolly. Special effects can be achieved in a new montage amplifier, which does vertical, horizontal and wedge wipes or montages on the TV screen. GE also introduced a new monoscope camera unit, which fixes the test signal pattern. The model was re-designed from the former unit.

Kleigl Bros., Universal Electric Stage Lighting Co., demonstrated a complete TV lighting unit, which enabled engineers to study various types of flood and spotlights, accessories, wiring systems and a dimmer control board. Lighting arrangements were checked by means of a complete camera chain.

The main feature of the Gates Radio Co. display was a single large model, No. BC-5B, described as "the world's outstanding 5 kw transmitter." The standard AM 10 kw broadcast transmitter was shown, featuring heavy duty external power and modulation components with "a new type of sealed construction." Also exhibited was a matching cabinet of phasing equipment. The company circulated color brochures on remote amplifier equipment, speech input equipment, broadcast transmitters, accessories and parts and communications radio transmitters.

SESAC, with the theme "Hearing is believing; listen and judge for yourself," explained details of its enlarged library, which totals 4,000 transcribed selections. Jazz classics by "The Great Maltby" were introduced, and SESAC representatives outlined the company's program service, which includes 1,200 bridges, moods and themes in more than 200 classifications. The program guide included program notes and classified and alphabetical indexes.

SESAC reported that 13 publishers have been added to the firm's roster during the first three months of 1951. The company's library includes American folk music, barbershop quartets, band selections, concert pieces, Hawaiian melodies, novelty tunes, religious recordings and South American rhythms. Scripts are provided with continuity schedules for variety shows, religious series, special day programs, concerts, novelties and children's shows.

Studio and field TV camera equipment was shown by General Precision Lab, and included these features: Remote control of the iris, with lens change, focus, pan and tilt also available; a small, light camera weighing 80 pounds, and mechanical design permitting maintenance accessibility. A field type synchronizing generator was complete in a single, portable unit, mounted in a standard relay rack for permanent installation if wanted. Brochures were distributed on the utility television projector, 16mm telecast projectors and the rapid film processor. In the processor, film is passed at a synchronous speed of 36 feet per minute, with a processing time of 45 seconds from entrance to the developer to exit from the waxer. Developer, fix and wash water are neutralized automatically and can be discharged into any sewer connection, company representatives report.

Literature on the entire Andrew Corp. line was distributed to conventioneers, with pamphlets on accessories for TV cable, specifications for antennas and antenna parts, cable accessories, specifications on the four-bay multi-V FM antenna, the ⅞ inch diameter coaxial cable and the phase monitor. Spokesmen also answered questions about tower lighting equipment, microwave radiators and RF inductors.

Allen B. DuMont Labs centered its exhibit on the theme, "Start Small—Grow Bigger." It claims "from transmitter to studio, DuMont offers a plan in which the broadcaster can make a limited investment to take the air now and as operations expand be able to expand his operation by adding extra facilities units."

Equipment displayed included an air-cooled 5 kw transmitter, high and low band; a master control switching unit and mixer-line amplifier and an image orthicon camera chain. Products plugged by the company were the 5 kw oak air-cooled transmitter, the acorn air-cooled transmitter, the mobil-mount dolly, universal console, linearity bar generator, studio synchronizing signal generator, receiver-monitor and power control panel.

New Walkie-Talkies

Walkie-talkies developed by RCA were featured on a wall-board at the exhibit of the Signal Corps, which showed the entire assembly as well as the various parts. The equipment, all newly-made and en route to Korea, included radio relay and facsimile devices. Vacuum tubes were shown in a thermionics section by Army men on duty. Military personnel from the Army, Navy and Air Force were on hand at a booth to answer questions regarding radio and television programs and methods. They also discussed personnel matters regarding enlistment or the drafting of industry workers.

SCBA ELECTIONS

Joscelyn Renamed Pres.

AUSTIN E. JOSCELYN, CBS Hollywood director of operations, has been re-elected president of the Southern California Broadcasters Assn., commencing June 1. Gene W. Lee, general manager, KFXM San Bernardino, is the new vice president, replacing Ernest L. Spencer, president and general manager, KVOE Santa Ana, who retires after four years in office. Cliff Gill, general manager, KFMV (FM) Hollywood and the Pacific Regional Network was re-elected SCBA secretary-treasurer.

Harry Maizlish, president and general manager, KFWB Hollywood, replaces William J. Beaton, vice president and general manager, KWKW Pasadena, who retires after four years on the SCBA board of directors. Re-elected to the board were Robert O. Reynolds, vice president and general manager, KMPC Hollywood; Calvin J. Smith, president and general manager, KFAC Los Angeles, and Haan J. Tyler, manager, KFI-TV Los Angeles.

Richards-Kirby Book

FORTHCOMING book by Bob Richards, NARTB public affairs director, and Col. Ed Kirby, Army Radio-TV Chief, will be entitled *There's Something in the Air*. The book will trace in anecdotal form, the romance of radio and television—the Fifth Estate. Book will be slanted for popular consumption as well as the trade.

'Light' Exhibitors

(Continued from page 23)

and will be available for local release Oct. 1.

Films were projected on a large screen in one of the three rooms. A dark blue backdrop was highlighted by sparkling letters spelling "The future of television programming is on film." United's *Royal Playhouse*, the new name for *Fireside Theatre*, has been sold in 34 markets since sales rights were acquired from Bing Crosby Enterprises.

ASSOCIATED PROGRAM SERVICE visitors were able to see the complete library of 5,100 selections, in addition to all of the company's merchandising and show materials, program scripts and sales bulletins. Maurice B. Mitchell, vice president and general manager, presents late news of sales and program developments in a monthly newsletter, The Needle, and transcribes a sales session for subscribers each month. His recorded "sales meetings" with station managers are outlines of sales fundamentals, facts about retail fields and selling techniques.

FREDERIC W. ZIV Co. representatives centered their promotion on *Bold Venture*, the new Humphrey Bogart—Lauren Bacall series which was spotted on 400 stations in three months. Other top shows in the Ziv lineup are *The Menjous*, *Guy Lombardo Show*, *Boston Blackie* and the *Cisco Kid*, all of which are on more than 300 stations. Wall placards showed distribution of sponsor types on the various Ziv shows. Shows are sponsored by 108 dairies in 146 markets, 89 brewers on 463 stations, 214 department stores in 247 markets and 238 bakeries on 427 stations.

WORLD BROADCASTING SYSTEM mounted a large replica of the liberty bell for its floor display, bearing the inscription "World Rings the Bell Again." One-inch metal bells, which could be pinned to lapels, were distributed to conventioneers. Both were promotions for the main World feature, *Freedom Is Our Business* starring Robert Montgomery. Each of the four walls in the room was covered with promotional displays, including lists of stations which carry each of the World releases. Among these are gift occasion jingles, weather, time and commercial jingles.

Open house was held in a two-room suite by KEYSTONE BROADCASTING SYSTEM during the entire convention. Prominently displayed maps of the U.S. showed distribution of Keystone's 431 affiliates. Superimpositions of green cellophane strips, denoting television areas, and red for the network stations illustrated graphically how the chain supplements video coverage.

CAPITOL RECORDS suggested that broadcasters "add zest to your programming and sales with sparkling Capitol transcribed music," available in the custom library service. Pointing up the promotion was a gift to each visitor, a small bottle of wine with a tag introducing "wine, women and song from California." Capitol's major display was a series of cards tracing organization of its custom library. Under the plan, a broadcaster selects 220 discs when he subscribes, receives 30 more discs each year and can exchange 30 yearly, and gets a transcription cabinet, catalog service, numbered jackets, new release information, promotion and publicity. These classifications have been set-up in the listings: Alphabetical, music, program and artist. Moods, themes, bridges and voice tracks are included.

MUSICOLOR representatives exhibited "the light that dances" on five screens and sets. Color filters, electrically operated, flash above a series of irregularly-shaped mirrors, the moving pattern of which is reflected on a screen. The device, used currently as ballroom backdrops, can be used in black-and-white or in color television for station breaks, disc jockey shows, commercials or short musical interludes. A slide with a sponsor's signature or trade mark can be superimposed on the "dancing light." Musicolor has developed a chemically-treated vinyl screen which it reports permits 40% more of the light to pass through than any other screen.

PRESTO RECORDING CORP., exhibiting a variety of equipment, introduced a tape drive, mounted on a table, with an auxiliary type lathe used on 16-inch turntables for playback. A new 10 ½-inch reel recorder and console has a different mounting, with the console replacing the rack type. A recorder, model RC20-24, plays tape at the rate of one inch per second, and is used for communication purposes. It has a fidelity of from 300 to 3000 mg with telephone quality. A three-motor drive portable recorder has two torque motors, one more than is used in most, in addition to a capstan motor. With this piece goes an amplifier, also new, which has a single mike input and a 10 w audio output.

LANG-WORTH FEATURE PROGRAMS introduced four new shows, *Rhythm Rendezvous* with Ray Anthony and Patti Page, a half-hour three-a-week show; *The Allan Jones Show*, aired half an hour once weekly; the *Sidney Torch* 40-piece concert orchestra and 60-voice girls' choir, half hour once-a-week, and the *Sunshine Boys*, a quartet of gospel singers, quarter-hour across-the board feature. Other new Lang-Worth recorded stars are Connie Haines, Juanita Hall, Alan Dale, Eugeneie Baird and Russ Case.

AZRAEL ADVERTISING AGENCY told station men about its *Lucky Social Security Number* and *Vets' Bonus* shows, both of which offer $100 every hour to persons whose social security numbers and dog tag numbers, respectively,

(Continued on page 106)

KEYSTONE Broadcasting System personnel on hand to outline activities of the network included (l to r): Standing, Naylor Rogers, Joe Bayer, E. R. Peterson and Noel Rhys; seated, Wyn Spangenberg, Sidney Wolf and Mrs. Naylor Rogers.

CAPITOL RECORDS salesmen are pleased about their new custom library. L to r: Jack Barton, Clifford Ogden, Al King and Wallace Cochran.

GUESTS at the General Precision Labs exhibit are greeted by (l to r) L. Garbowitz, E. A. Hungerford, Blair Foulds and N. M. Marshall.

TAPE RECORDER which passes tape one inch per second was shown in the suite of Presto Recording Corp., as demonstrated by John Stramptfer (l) and Tom Aldrich.

COLUMBIA TRANSCRIPTIONS Salesmen Gerard Ellis (l) of Chicago and Robert Clarkson of New York compare business notes during a breather at the convention.

LAYOUT of Snader Telescriptions stars was organized by company salesmen, including (l to r) Ray Wellpot, Robert Hanna and Reuben Kaufman.

AMPEX ELECTRIC Corp. representatives at the NARTB display included (l to r) E. G. Swanson, Russ Hudson and Bill Hazlett.

'Light' Exhibitors

(Continued from page 105)

are broadcast. Broadcasters were issued a bonus card with a three series figure on it. If the number corresponded with that posted in the Azrael headquarters at any hour of the day, the card holder won $100 cash.

SNADER TELESCRIPTIONS offered visiting conventioneers a free picture with Songstress Peggy Lee, one of the company's TV film stars. Guests posed with a life-size cardboard cut-out of Miss Lee. Films produced by Snader were auditioned on a large screen. The company will shoot all films in color starting next fall, but will continue circulating black-and-white prints until there is a demand for color prints. At that time, company spokesmen say they will be able to deliver color prints within 48 hours of the order.

Photographs of WINCHARGER tower installations were incorporated into the company's display of radio towers. Pictures included shots of a model tower manufactured by the company and tower lighting equipment.

COLLINS RADIO Co. debuted its 250 w AM transmitter, Model 300J, which has simplified circuits, high-gain tetrode tubes, new crystal and oscillator design and low initial and maintenance costs, company reports. It also showed studio consoles, speech amplifiers, remote equipment and accessories.

Displays of BROADCAST ADVERTISING BUREAU sales promotion pieces were seen by visitors to the BAB suite. Staff members consulted with station men on sales and merchandising problems.

BRUCE EELLS & ASSOC. outlined features of its library of 4,000 quarter-hour shows. A wall-panel framed in red publicized each of more than 40 program series available on a pressing-plus-cost basis. Purpose of the exhibit was to sell stations the idea of a semi-permanent dramatic program library.

MAGNECORD Inc. showed an extensive line of high-fidelity tape recorders. Three series were featured—PT 6, light-weight portable equipment; PT63, which adds three separate heads so that tape output can be monitored as it is made, and PT7, offering "unit construction and flexibility" as well as a timing device designed to eliminate program timing errors.

More than 2,500 spot announcements were part of the HARRY S. GOODMAN PRODUCTIONS display. Its new spot library will be sold exclusively to one station in each city on a yearly lease. The library includes weather, safety and musical announcements, as well as special items. Television spots for specialized firms, such as banks, breweries and fur sales concerns, were auditioned.

AUDIO AND VIDEO PRODUCTS Corp. and AMPEX ELECTRIC Co. demonstrated Ampex tape recorders, Telefex and Telejector equipment for television production and associated Audio and Video products. Among these were loud-speakers, microphones, amplifiers.

Other fifth floor exhibitors were Federal Telephone and Radio Corp. and SESAC (see heavy exhibit story), and Standard Rate and Data.

Sports Session

(Continued from page 26)

testing that shows what has been done."

Referring to a test study conducted for Atlantic Refining Co. he said it was found that localized spots promoting local minor league teams and players can make spot commercials 10% to 15% more effective in helping attendance.

Figures compiled by his son, Jerry Jordan, who has done extensive research work in the sports field, were quoted by Mr. Jordan to show that baseball games will be available to more than 90% of the population this year; average day-time ratings run between 10 and 15, about half the afternoon audience; some 5,000 local and national advertisers use the medium to help sell their products, with more than 3,000 having used Mutual's *Game of the Day* last year; for advertisers and agencies it is one of the most productive ready-made programs in the industry; for organized baseball it can mean added security and stability and if the job is done well the clubs can be helped in building up gate receipts in the 50th anniversary year of minor league baseball.

The goal this year is for every local club to draw an attendance equal to the total population in its area, he declared.

Barton R. McLendon, chairman of the board, Liberty Broadcasting System, told the clinic the network has been bringing baseball to the nation three years. "We've had a difficult struggle, without too much assistance from broadcasters themselves," he said. "Baseball, the American game, belongs to the people. They're entitled to hear the games."

L. C. McEvoy, radio-TV director of the American League, recalled some of the clubs were violently opposed to broadcasts at one time but found they were mistaken. The same reaction has developed toward TV, he said, but predicted this opposition may be dispelled. "Radio is an immense help to baseball when properly conducted," he added.

Frank Slocum of the National League, claiming the box office is the league's thermometer, hoped radio would help baseball fill the parks. He slipped in a tart reference to an unstate New York situation where one station carries home games of the local club and another carries major league games with the latter encouraging listeners to stay home. "These promotion plans are wonderful" he said. "We will know the answer in the fall."

Helping Baseball

Dan Halpin of RCA, representing Radio-Television Mfrs. Assn., claimed manufacturers are helping baseball and themselves, as well as easing the football situation, by cooperating. He said 54 million radios have been sold to the American public in the last five years. "Radio still has a big kick in it," he said.

Mr. Halpin offered an exhibit in which the 30-point RTMA plan to aid baseball this season was illustrated. He disagreed with a statement by Mr. Slocum that the groups are competitors, saying, "We're not competitors. We offer a photostat of the original. We supplement baseball rather than compete with it."

Matt Brescia, radio-TV coordinator of NAPBL, said radio and TV have responded enthusiastically with network and station salutes and a wide variety of promotional material built around National Baseball Week. He urged stations to go back home and promote minor league games.

Glenn Shaw, KLX Oakland, NARTB District 15 director, said charges for broadcast rights sometimes climb to unprecedented heights. This campaign will give radio a chance to show its real impetus, he contended, adding that radio can follow newspapers in the editorial support given to the sport. "I hope we can show that radio advertising also can help," he said.

Patt McDonald, WHHM Memphis, small station director, pointed out that no speaker had said "anything about cooperating with radio." Baseball can use a few more DiMaggios to help the gate, he suggested.

If any station broadcasts a game, all should have the right, according to Mr. Lindsay.

Robert K. Richards, NARTB public affairs director and baseball co-ordinator, reviewed cooperative steps taken by radio and baseball during a series of winter meetings, hoping fewer and fewer restrictions will develop. "We voiced the hope that charges for rights will be reduced."

In a question-answer session detailed radio-baseball situations were discussed. Frank U. Fletcher, WARL Arlington, Va. NARTB FM director, questioned the right of clubs to have rate differentials for broadcast of games in major league towns. Mr. McEvoy said each club makes its own deals. Bill Clark, KFSG Joplin, Mo; Fred Palmer, WOL Washington, and other broadcasters joined the discussion. Mr. Palmer said he hoped it would not be necessary for the government to step in.

NARND MEET

Convention Set Nov. 12-14

THE NATIONAL Assn. of Radio News Directors will hold its next convention in Chicago Nov. 12-14, at the Sherman Hotel, it was announced last Monday by the board of directors at the conclusion of a two-day meeting.

Among other actions of the board was approval of a committee on Freedom of Information and another committee on Newspaper Affiliates. Orrin Melton, KSOO Sioux Falls, was appointed to the board in place of Bill Warrick, formerly with WJOB Hammond, Ind., and now with WCCO Minneapolis. Bill Ray, NBC Chicago, was named to the board to replace Ron Cochran, formerly with WCOP Boston, now with CBS in Washington.

Jim Bormann, WMT Cedar Rapids, NARND first vice president, was named program chairman for the convention. The convention agenda is expected to include a discussion of standards for radio news men, of the present crisis on world freedom of information and of the growth of television news coverage.

New members of committees appointed included Jim Bridges, WSB-TV Atlanta, to the television committee, and Jack Shelly WHO Des Moines, named chairman of the committee on resolutions.

Chairman of the Newspaper Affiliates committee is John Eure, news director at WDBJ Roanoke, Va., owned by the Roanoke Times World Corp. Liaison man between the committee and the NARND board of directors is Bruce Barrington of KXOK St. Louis, owned by the *St. Louis Star Times*.

Every Morning The Midwest Listens to Its Favorite WLS Stars

WLS

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

Justin Miller

(Continued from page 20)

nteresting phase" of NARTB ac-ities comes in our interrelated ntacts with other trade groups d associations. And in this conection he advised Mr. Fellows to rk with them as he should with embers of NARTB. "Work in se harmony as far as you can, d at arm's length otherwise," he id.

As an example of "quick shift-g from a harmonious relationship a conflicting one," Judge Miller ted the tripartite organization of oadcast Measurement Bureau.

The NAB, the American Assn. of dvertising Agencies and the Assn. National Advertisers worked co-peratively in organizing BMB (al-ough only the broadcasters foot-d the bills). Now, however, an end of the former entente" has me.

Among the former partners of e broadcasters there has grown a conspiratorial combination to ef-ect, by means of a boycott, an dustry-wide reduction in radio ad-ertising rates, based upon the fan-stic assumption that TV has re-laced radio as an advertising me-ium." (For more of Judge Mil-r's remarks on radio rate cutting, e story, page 15).

Look for Sock in Jaw

"Well, Mr. President-elect," udge Miller said to Mr. Fellows, here is an example of the fact hat you must wear—one day—the at of an amiable, highly coopera-ive friend and fellow-worker; and he next, be prepared to have your at knocked off by a vicious right b to your trade association jaw."

The difficulties that Judge Miller redicted Mr. Fellows would en-ounter in his new job were, he aid, really "minor irritants, like ives or athlete's foot." Actually, aid Judge Miller, the NARTB is strong" and "healthy."

Within it are "plenty of members ho never rush to the press with opes of creating conflict, but in-tead write encouragingly to com-end you for work done and to ffer wise counsel and help."

In his first appearance as presi-ent of NARTB, Mr. Fellows ex-lained that he was not scheduled o take office until June 4 and that n advance of that he felt it improper to make a long speech containing "premature promises."

He said he felt he was taking office under "favorable circumstances." To begin with, he pointed out that he had two decades of experience "at the operating level" of broadcasting and hence came to his new position "without illusions." Further, he said, he had made no "pre-election promises" before accepting the job.

CBS AFFILIATES thought of asking Vice President Herbert Akerberg (l), for a $500 rebate on the $5,000 worth of bonds they gave him as a wedding present after the announcement of the network AM rate cut was made. Mr. Akerberg, who heads station relations, received the bonds from Kenyon Brown, president of KWFT Wichita Falls, Tex., during the NARTB convention in Chicago last week. He married the former Dorothy Doyle of New Orleans on March 3. Each donation by a CBS affiliate was accompanied by a personal letter.

He said he was gratified by "spontaneous expressions of confidence" he had received from many NARTB members.

Mr. Fellows said that he was convinced of the soundness of the new NARTB structure, in bringing the two broadcast media into one association.

The opening session of the convention was under the chairmanship of Eugene Thomas, director of television operations, WOR-TV New York, and chairman of the 1951 NARTB convention committee.

Mr. Thomas also introduced a slide film presentation, "The New NARTB," which describes the organization and purposes of the association.

Representing the FCC at the opening session was FCC Vice Chairman Paul A. Walker, who, in brief remarks, said that "you broadcasters have a much greater responsibility than ours."

"The law gives it to us to license broadcasts, but it leaves it to you as to how broadcasting should be done," he said.

A U.S. Army and Air Force Recruiting Service citation, honoring broadcasters for their assistance in the voluntary enlistment program, was presented to the NARTB by Lt. Col. Donald J. Wilkins of Chicago, director of recruiting advertising and publicity.

Col. Wilkins was acting on behalf of Maj. Gen. T. J. Handy Jr., chief of the military personnel procurement service division of the Adjutant General's Office.

High Advertising Level

(Continued from page 17)

lic's confidence and acceptance of advertising.

4. That there is something sinister and improper in institutional advertising.

5. That advertising people generally have failed to get their own professional messages across to vital policy makers.

Mr. Hardy said he had found that Congressional criticism of advertising as a "luxury" and "economic waste" stems largely from legislators with un-business backgrounds. Further, he said, the drafting of Congressional reports and bills is done to a great extent by staff members "who are rarely, if ever, exposed to practical operations and still more infrequently to the point of view of you people who are active in advertising management."

Citing the Joint Committee on the Economic Report's recommendation for a 20 to 25% tax on advertising as an example, he noted that no member of the committee issued a dissent. "It looks like we need to reappraise our Congressional ramparts," Mr. Hardy said.

Must Take Initiative

He also recommended that advertising spokesmen take the initiative in explaining advertising's functions and strong points to legislators who want to know. Further, he said, "a simple follow-through on public service projects and skilled selling campaigns to make sure that the meaning of these projects and campaigns is fully understood by policymakers would pay rich dividends."

Fred B. Manchee, BBDO executive vice president, outlined the various TV rating services at Thursday's closed session. He also presented the recommendations of the Special Test Survey Committee, of which he was a member, and said that in polling 12 leading agencies he had found 8 in favor of the recommendations, 3 opposed, and 1 not in a position to answer.

He said he did not consider the report a panacea, but he regarded the recommendations as a means of adding "immeasurably to our enlightenment," and urged the AAAA membership to consider it with that in mind.

Mr. Manchee said that after consulting lawyers he feared that if advertisers, agencies, and the owners of media should agree to use just one audience rating service, they or the service they selected might become involved in restraint-of-trade action.

In a Friday speech, William R. Baker Jr., of Benton & Bowles, reviewed the activities of the Advertising Council and the campaigns it is conducting via radio, TV, and other media on behalf of government and private agencies. Fifty national advertisers have joined the Television Allocation Plan since it was set up four months ago on the pattern of the radio plan, he reported, "and more are joining voluntarily every week."

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The LITTLE Station with
the BIG WALLOP!
570
REP. BY MEEKER
NBC
WMAM
MARINETTE, WISCONSIN

Adequate advertising helps business manufacture more customers at low cost. Your advertising in Printers' Ink tells the leading buyers of advertising how your station can help them manufacture more customers in your market — at low cost.

'Light' Exhibitors

(Continued from page 105)

are broadcast. Broadcasters were issued a bonus card with a three series figure on it. If the number corresponded with that posted in the Azrael headquarters at any hour of the day, the card holder won $100 cash.

SNADER TELESCRIPTIONS offered visiting conventioneers a free picture with Songstress Peggy Lee, one of the company's TV film stars. Guests posed with a life-size cardboard cut-out of Miss Lee. Films produced by Snader were auditioned on a large screen. The company will shoot all films in color starting next fall, but will continue circulating black-and-white prints until there is a demand for color prints. At that time, company spokesmen say they will be able to deliver color prints within 48 hours of the order.

Photographs of WINCHARGER tower installations were incorporated into the company's display of radio towers. Pictures included shots of a model tower manufactured by the company and tower lighting equipment.

COLLINS RADIO Co. debuted its 250 w AM transmitter, Model 300J, which has simplified circuits, high-gain tetrode tubes, new crystal and oscillator design and low initial and maintenance costs, company reports. It also showed studio consoles, speech amplifiers, remote equipment and accessories.

Displays of BROADCAST ADVERTISING BUREAU sales promotion pieces were seen by visitors to the BAB suite. Staff members consulted with station men on sales and merchandising problems.

BRUCE EELLS & ASSOC. outlined features of its library of 4,000 quarter-hour shows. A wall-panel framed in red publicized each of more than 40 program series available on a pressing-plus-cost basis. Purpose of the exhibit was to sell stations the idea of a semi-permanent dramatic program library.

MAGNECORD Inc. showed an extensive line of high-fidelity tape recorders. Three series were featured—PT 6, light-weight portable equipment; PT63, which adds three separate heads so that tape output can be monitored as it is made, and PT7, offering "unit construction and flexibility" as well as a timing device designed to eliminate program timing errors.

More than 2,500 spot announcements were part of the HARRY S. GOODMAN PRODUCTIONS display. Its new spot library will be sold exclusively to one station in each city on a yearly lease. The library includes weather, safety and musical announcements, as well as special items. Television spots for specialized firms, such as banks, breweries and fur sales concerns, were auditioned.

AUDIO AND VIDEO PRODUCTS Corp. and AMPEX ELECTRIC Co. demonstrated Ampex tape recorders, Telefex and Telejector equipment for television production and associated Audio and Video products. Among these were loud-speakers, microphones, amplifiers.

Other fifth floor exhibitors were Federal Telephone and Radio Corp. and SESAC (see heavy exhibit story), and Standard Rate and Data.

Sports Session

(Continued from page 26)

testing that shows what has been done."

Referring to a test study conducted for Atlantic Refining Co. he said it was found that localized spots promoting local minor league teams and players can make spot commercials 10% to 15% more effective in helping attendance.

Figures compiled by his son, Jerry Jordan, who has done extensive research work in the sports field, were quoted by Mr. Jordan to show that baseball games will be available to more than 90% of the population this year; average daytime ratings run between 10 and 15, about half the afternoon audience; some 5,000 local and national advertisers use the medium to help sell their products, with more than 3,000 having used Mutual's *Game of the Day* last year; for advertisers and agencies it is one of the most productive ready-made programs in the industry; for organized baseball it can mean added security and stability and if the job is done well the clubs can be helped in building up gate receipts in the 50th anniversary year of minor league baseball.

The goal this year is for every local club to draw an attendance equal to the total population in its area, he declared.

Barton R. McLendon, chairman of the board, Liberty Broadcasting System, told the clinic the network has been bringing baseball to the nation three years. "We've had a difficult struggle, without too much assistance from broadcasters themselves," he said. "Baseball, the American game, belongs to the people. They're entitled to hear the games."

L. C. McEvoy, radio-TV director of the American League, recalled some of the clubs were violently opposed to broadcasts at one time but found they were mistaken. The same reaction has developed toward TV, he said, but predicted this opposition may be dispelled. "Radio is an immense help to baseball when properly conducted," he added.

Frank Slocum of the National League, claiming the box office is the league's thermometer, hoped radio would help baseball fill the parks. He slipped in a tart reference to an unstate New York situation where one station carries home games of the local club and another carries major league games with the latter encouraging listeners to stay home. "These promotion plans are wonderful" he said. "We will know the answer in the fall."

Helping Baseball

Dan Halpin of RCA, representing Radio-Television Mfrs. Assn., claimed manufacturers are helping baseball and themselves, as well as easing the football situation, by cooperating. He said 54 million radios have been sold to the American public in the last five years. "Radio still has a big kick in it," he said.

Mr. Halpin offered an exhibit in which the 30-point RTMA plan to aid baseball this season was illustrated. He disagreed with a statement by Mr. Slocum that the groups are competitors, saying, "We're not competitors. We offer a photostat of the original. We supplement baseball rather than compete with it."

Matt Brescia, radio-TV coordinator of NAPBL, said radio and TV have responded enthusiastically with network and station salutes and a wide variety of promotional material built around National Baseball Week. He urged stations to go back home and promote minor league games.

Glenn Shaw, KLX Oakland, NARTB District 15 director, said charges for broadcast rights sometimes climb to unprecedented heights. This campaign will give radio a chance to show its real impetus, he contended, adding that radio can follow newspapers in the editorial support given to the sport. "I hope we can show that radio advertising also can help," he said.

Patt McDonald, WHHM Memphis, small station director, pointed out that no speaker had said "anything about cooperating with radio." Baseball can use a few more DiMaggios to help the gate, he suggested.

If any station broadcasts a game, all should have the right, according to Mr. Lindsay.

Robert K. Richards, NARTB public affairs director and baseball coordinator, reviewed cooperative steps taken by radio and baseball during a series of winter meetings, hoping fewer and fewer restrictions will develop. "We voiced the hope that charges for rights will be reduced."

In a question-answer session detailed radio-baseball situations were discussed. Frank U. Fletcher, WARL Arlington, Va. NARTB FM director, questioned the right of clubs to have rate differentials for broadcast of games in major league towns. Mr. McEvoy said each club makes its own deals. Bill Clark, KFSG Joplin, Mo; Fred Palmer, WOL Washington, and other broadcasters joined the discussion. Mr. Palmer said he hoped it would not be necessary for the government to step in.

NARND MEET

Convention Set Nov. 12-14

THE NATIONAL Assn. of Radio News Directors will hold its next convention in Chicago Nov. 12-14, at the Sherman Hotel, it was announced last Monday by the board of directors at the conclusion of a two-day meeting.

Among other actions of the board was approval of a committee on Freedom of Information and another committee on Newspaper Affiliates. Orrin Melton, KSOO Sioux Falls, was appointed to the board in place of Bill Warrick, formerly with WJOB Hammond, Ind., and now with WCCO Minneapolis. Bill Ray, NBC Chicago, was named to the board to replace Ron Cochran, formerly with WCOP Boston, now with CBS in Washington.

Jim Bormann, WMT Cedar Rapids, NARND first vice president, was named program chairman for the convention. The convention agenda is expected to include a discussion of standards for radio news men, of the present crisis on world freedom of information and of the growth of television news coverage.

New members of committees appointed included Jim Bridges, WSB-TV Atlanta, to the television committee, and Jack Shelly WHO Des Moines, named chairman of the committee on resolutions.

Chairman of the Newspaper Affiliates committee is John Eure, news director at WDBJ Roanoke, Va., owned by the Roanoke Times World Corp. Liaison man between the committee and the NARND board of directors is Bruce Barrington of KXOK St. Louis, owned by the *St. Louis Star Times*.

Every Morning The Midwest Listens to Its Favorite WLS Stars

WLS

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

Justin Miller

(Continued from page 20)

interesting phase" of NARTB activities comes in our interrelated contacts with other trade groups and associations. And in this connection he advised Mr. Fellows to work with them as he should with members of NARTB. "Work in close harmony as far as you can, and at arm's length otherwise," he said.

As an example of "quick shifting from a harmonious relationship to a conflicting one," Judge Miller cited the tripartite organization of Broadcast Measurement Bureau. The NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers worked cooperatively in organizing BMB (although only the broadcasters footed the bills). Now, however, an "end of the former entente" has come.

Among the former partners of the broadcasters there has grown a "conspiratorial combination to effect, by means of a boycott, an industry-wide reduction in radio advertising rates, based upon the fantastic assumption that TV has replaced radio as an advertising medium." (For more of Judge Miller's remarks on radio rate cutting, see story, page 15).

Look for Sock in Jaw

"Well, Mr. President-elect," Judge Miller said to Mr. Fellows, "here is an example of the fact that you must wear—one day—the hat of an amiable, highly cooperative friend and fellow-worker; and the next, be prepared to have your hat knocked off by a vicious right jab to your trade association jaw."

The difficulties that Judge Miller predicted Mr. Fellows would encounter in his new job were, he said, really "minor irritants, like hives or athlete's foot." Actually, said Judge Miller, the NARTB is "strong" and "healthy."

Within it are "plenty of members who never rush to the press with hopes of creating conflict, but instead write encouragingly to commend you for work done and to offer wise counsel and help."

In his first appearance as president of NARTB, Mr. Fellows explained that he was not scheduled to take office until June 4 and that in advance of that he felt it improper to make a long speech containing "premature promises."

He said he felt he was taking office under "favorable circumstances." To begin with, he pointed out that he had two decades of experience "at the operating level" of broadcasting and hence came to his new position "without illusions." Further, he said, he had made no "pre-election promises" before accepting the job.

He said he was gratified by "spontaneous expressions of confidence" he had received from many NARTB members.

Mr. Fellows said that he was convinced of the soundness of the new NARTB structure, in bringing the two broadcast media into one association.

The opening session of the convention was under the chairmanship of Eugene Thomas, director of television operations, WOR-TV New York, and chairman of the 1951 NARTB convention committee.

Mr. Thomas also introduced a slide film presentation, "The New NARTB," which describes the organization and purposes of the association.

Representing the FCC at the opening session was FCC Vice Chairman Paul A. Walker, who, in brief remarks, said that "you broadcasters have a much greater responsibility than ours."

"The law gives it to us to license broadcasts, but it leaves it to you as to how broadcasting should be done," he said.

A U.S. Army and Air Force Recruiting Service citation, honoring broadcasters for their assistance in the voluntary enlistment program, was presented to the NARTB by Lt. Col. Donald J. Wilkins of Chicago, director of recruiting advertising and publicity.

Col. Wilkins was acting on behalf of Maj. Gen. T. J. Handy Jr., chief of the military personnel procurement service division of the Adjutant General's Office.

CBS AFFILIATES thought of asking Vice President Herbert Akerberg (l), for a $500 rebate on the $5,000 worth of bonds they gave him as a wedding present after the announcement of the network AM rate cut was made. Mr. Akerberg, who heads station relations, received the bonds from Kenyon Brown, president of KWFT Wichita Falls, Tex., during the NARTB convention in Chicago last week. He married the former Dorothy Doyle of New Orleans on March 3. Each donation by a CBS affiliate was accompanied by a personal letter.

The LITTLE Station with the BIG WALLOP!
570
REP. BY MEEKER
NBC
WMAM
MARINETTE, WISCONSIN

High Advertising Level

(Continued from page 17)

lic's confidence and acceptance of advertising.

4. That there is something sinister and improper in institutional advertising.

5. That advertising people generally have failed to get their own professional messages across to vital policy makers.

Mr. Hardy said he had found that Congressional criticism of advertising as a "luxury" and "economic waste" stems largely from legislators with un-business backgrounds. Further, he said, the drafting of Congressional reports and bills is done to a great extent by staff members "who are rarely, if ever, exposed to practical operations and still more infrequently to the point of view of you people who are active in advertising management."

Citing the Joint Committee on the Economic Report's recommendation for a 20 to 25% tax on advertising as an example, he noted that no member of the committee issued a dissent. "It looks like we need to reappraise our Congressional ramparts," Mr. Hardy said.

Must Take Initiative

He also recommended that advertising spokesmen take the initiative in explaining advertising's functions and strong points to legislators who want to know. Further, he said, "a simple follow-through on public service projects and skilled selling campaigns to make sure that the meaning of these projects and campaigns is fully understood by policymakers would pay rich dividends."

Fred B. Manchee, BBDO executive vice president, outlined the various TV rating services at Thursday's closed session. He also presented the recommendations of the Special Test Survey Committee, of which he was a member, and said that in polling 12 leading agencies he had found 8 in favor of the recommendations, 3 opposed, and 1 not in a position to answer.

He said he did not consider the report a panacea, but he regarded the recommendations as a means of adding "immeasurably to our enlightenment," and urged the AAAA membership to consider it with that in mind.

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Adequate advertising
helps business
manufacture more
customers at low cost.
Your advertising in
Printers' Ink tells
the leading **buyers** of
advertising how
your station can
help them manufacture more customers
in **your market —**
at low cost.

FCC Actions

(Continued from page 101)

Decisions Cont.:

Granted license for new TV pickup KA-7611; cond.

ABC Inc., New York—Granted extension of authority to transmit programs to CFCF and CBL and Canadian Broadcasting Corporation for period beginning June 2 and ending June 2, 1952.

WJIM-TV Lansing, Mich.—Granted license for new TV station; ERP 18.7 kw vis. 9.3 kw aur.; ant. 308 ft.

WFMY-TV Greensboro, N. C.—Granted license for new TV station and request to change studio location; ERP 1.67 kw vis. 0.835 kw aur.; ant. 470 ft.

Philco Corp., Area, Philadelphia, Pa.—Granted license for new experimental TV station KG2XCW.

WLAM Lewiston, Me.—Granted CP to install a new trans. as an aux. trans. at present location of main trans. on 1470 kc 250 w employing DA-1 for aux. purposes only.

KXOX Sweetwater, Tex.—Granted CP to install a new trans.

KSL-TV Salt Lake City, Utah—Granted mod. CP for extension of completion date to 5-15-51.

WKZO-TV Kalamazoo, Mich.—Granted mod. CP for extension of completion date to 10-24-51.

WMIN-FM St. Paul, Minn.—Granted mod. CP for extension of completion date to 6-18-51; cond.

April 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCTT Corbin, Ky.—Mod. CP authorizing change in frequency etc. for extension of completion date.

AM—1430 kc

Air Mart Corp., Oak Ridge, Tenn.—CP for new AM station on 1450 kc 250 w unl. AMENDED to change from 1450 kc to 1430 kc 1 kw D and change type trans.

License Renewal

Following stations request renewal of license; WWWF Fayette, Ala. (resubmitted); WWOL Buffalo, N. Y. (aux.); KTAT Frederick, Okla.; WRFW Eau Claire, Wis. (resubmitted).

Cancellation of CP

WAAF Chicago—CP authorizing change in hours operation etc., CANCELLED.

April 18 Applications . . .

ACCEPTED FOR FILING

CP to Replace CP

WNDI Montevallo, Ala.—CP to replace CP new AM station on 730 kc 250 w D.

License for CP

KIDO Boise, Idaho—License for CP to change frequency, power etc.

KUBC Montrose, Col.—License for CP to change frequency, power etc.

KRFM (FM) Fresno, Calif.—License for CP new FM station.

Application Amended

Wilmington Bcstg. Service, Wilmington, N. C.—CP for new AM station on 1400 kc 250 w unl. AMENDED to change name of applicant to Jack Siegal, Robert E. Wasdon, Joseph B. Matthews and William Manrov d/b as Wilmington Bcstg. Service.

AM—1540 kc

KCUL Ft. Worth, Tex.—Mod. license to increase night power from 1 kw to 5 kw on 1540 kc.

Modification of CP

WIVI St. Croix, V. I.—Mod. CP new AM station for extension of completion date.

KIRO-FM Seattle—Mod. CP new FM station for extension of completion date.

License Renewal

Following stations request renewal of license: WKID Urbana, Ill.; KRKL Kirkland, Wash. (Resubmitted).

APPLICATION RETURNED

License for CP

KILA Hilo, T. H.—RETURNED application for license to cover CP new AM station.

FOR THE LATEST
WCKY SUCCESS STORY
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 19

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,240	2,233	137		266	136
FM Stations	658	520	153	*1	13	4
TV Stations	107	71	38		398	171

* On the air.

CALL ASSIGNMENTS: KSJV Sanger, Calif. changed from KSGN (Radio Sanger Co., 900 kc, 1 kw, day) effective Mar. 25; KVWO Cheyenne, Wyo. (Great West Co., 1370 kc, 1 kw, day); WDOR Sturgeon Bay, Wis. (Door County Bcstg. Co. Inc., 910 kc, 500 w, day); WFUL Fulton, Ky. (Ken-Tenn Bcstg. Corp., 1270 kc, 1 kw, day); WALK Patchogue, N. Y. (Suffolk Bcstg. Corp., 1370 kc, 500 w, day); WPAZ Pottstown, Pa. (Pottstown Bcstg. Co., 1370 kc, 1 kw, day); WEKI Henderson, N. C. (Nathan Frank, 1450 kc, 250 w, unlimited); KWTN Crystal City, Tex. (Winter Garden Bcstg. Co., 1240 kc, 250 w, unlimited); WFMC Goldsboro, N. C. (Southern Radio & Television Corp., 730 kc, 1 kw, day); KWPM-FM West Plains, Mo. (Robert F. Neathery, 97.3 mc, 1.15 kw, antenna 130 ft.).

Docket Actions . . .

FINAL DECISIONS

KPET Lamesa, Tex.—Announced final decision adopting initial decision of Mar. 12, granting application of Lamesa Bcstg. Co. for modification of license of KPET to change operation from day only to unlimited on 690 kc, 250 w. Decision Apr. 12.

Avalon, Calif.—Announced final decision granting application of El Dia Bcstg. Co. for new AM station at Avalon on 740 kc, 10 kw, day, with conditions. Denied application of Angeles Bcstg. Co. for new AM station at Temple City, Calif. on 760 kc, 250 w, day. Denied application of Newport Harbor Bcstg. Co. for new AM station at Newport Beach, Calif. on 740 kc, 1 kw, day, directional. Decision Apr. 12.

INITIAL DECISIONS

Clovis, N. M.—Initial decision by Hearing Examiner Jack P. Blume looking toward grant of application of New-Tex Bcstg. for new AM station at Clovis on 1240 kc, 100 w, unlimited, with conditions. Denied application of North Plains Bcstg. Corp. to change facilities of KDDD Dumas, Tex. from 800 kc, 250 w, day, to 1240 kc, 250 w, unlimited. Decision Apr. 17.

WJBK Detroit, Mich.—Initial decision by Hearing Examiner Fanney N. Litvin looking toward grant of application for switch in facilities from 1490 kc, 250 w, unlimited, to 1500 kc, 10 kw day, 5 kw night and install new equipment; engineering conditions. Decision Apr. 19.

WABJ Adrian, Mich.—Initial decision by Hearing Examiner Fanney N. Litvin looking toward grant of application for switch in facilities from 1500 kc, 250 w, day, to 1490 kc, 250 w, unlimited and change transmitter location. Also issued initial decision looking toward grant of application of WMRN Marion, Ohio to mount FM antenna on AM tower and install new ground system; engineering conditions. Decisions Apr. 19.

OPINIONS AND ORDERS

Third Report on TV Allocation—FCC on petition of NARTB and others extended deadlines for filing of comments to Appendices A, B, C and D of third report from April 23 to May 7. Deadline for filing replies and counterproposals to initial comments extended from May 8 to May 22. Hearing on Appendices C and D postponed from May 23 to June 11. Orders April 11 and 13.

KLOK San Jose, Calif.—Amended order of Mar. 28, 1950 designating for hearing application by deleting all issues therein and substituting therefor new issues, with KVOO Tulsa, Okla. a party to the proceeding. (KLOK's application requests change from 5 kw, day only, to 5 kw local sunset, 1 kw night, on 1170 kc. Order Apr. 16.

KFNF Shenandoah, Iowa—By memorandum opinion and order denied petition seeking to set aside action of Jan. 10 which enlarged issues, in proceedings upon KFNF application et al. to move station to Lincoln, Neb., to determine comparative needs of Shenandoah and Lincoln. (Comrs. Hyde and Jones dissented.) Order Apr. 12.

WBAB Atlantic City, N. J.—By memorandum opinion and order, denied petition for hearing on application to transfer control of Press-Union Pub. Co. Inc., licensee, to The Bethlehems' Globe Pub. Co. Inc., or in alternative to treat that application as an application for license and grant same. Order Apr. 12.

Non-Docket Actions . . .

AM GRANTS

Yuma, Ariz.—Southwestern Bcstg. Co. Granted 1240 kc, 250 w, unlimited with engineering conditions and provision that operations will not be begun on 1240 kc until KYUM Yuma begins operating on 560 kc. Estimated construction cost $7,640. Principals include Robert Henry Armstrong, 80%, partner in law firm of Armstrong & Spector; Henry Chester Darwin, 20%, manager of KCLF Clifton, Ariz. Granted Apr. 11.

Two Rivers, Wis.—Two Rivers Bcstg. Co. Granted 1590 kc, 500 w, daytime. Estimated cost $25,000. Principals include William F. Johns Jr., 20%, owner of 53% interest in WOSH Oshkosh and general manager of WSHB Stillwater, Minn.; Jack A. Embs, 60%; and Allen H. Embury, 20%, station manage WOSH Oshkosh. Granted Apr. 11.

Mount Airy Bcstrs. Inc., Mount Airy, N. C.—Mt. Airy Bcstrs. Inc., 1240 kc, 250 w, unlimited. Estimated construction cost $13,100. Principals include ⅓ Owners Robert Ennis Epperson, ½ owner WYVE Wytheville, Va.; Russell E. Hiatt, owner Hiatt's Radio Shop; and Erastus F. Poore, salesman for Colonial Granite Co. Granted Apr. 12.

KLFY Lafayette, La.—Camellia Bcstg. Co. Inc. Granted switch in facilities from 1390 kc, 500 w, day, to 1420 kc, 1 kw local sunset, 500 w night, directional night; engineering conditions. Granted Apr. 12.

KMMO Marshall, Mo.—William Courtney Evans. Granted switch in facilities from 500 w to 1 kw on 1300 kc day only. Granted Apr. 11.

WINR Binghamton, N. Y.—Southern Tier Radio Service Inc. Upon petition for reconsideration, removed from docket and granted application for switch in facilities from 1490 kc, 250 w, unlimited, to 680 kc, 1 kw local sunset, 500 w night, unlimited, directional. (Comrs. Coy, Walker and Sterling dissented.) Granted Apr. 11.

TRANSFER GRANTS

KWRN Reno, Nev.—Granted assignment of license from Reno Newspapers Inc. to Kenyon Brown for $27,500. Mr. Brown is vice president, general manager and 20% owner KWFT Wichita Falls, Tex., ⅓ owner KBYE Oklahoma City and ¼ owner Arcadia Theatre, Dallas, Tex. Granted Apr. 12.

KALT Atlanta, Tex.—Granted assignment of license from H. H. Wommack Jr. and David Wommack d/b as Ark-La-Tex Bcstg. Co. to H. H. Wommack Jr., David Wommack, and Robert S. Bieloh d/b as Ark-La-Tex Bcstg. Co. Mr. Bieloh, a former employe, pays $4,600 for 24% interest. Granted Apr. 12.

KXRN Renton, Wash.—Granted acquisition of negative control Interlake Bcstg. Corp. by Velva Dickinson Fuller through purchase of 1 share from Cecil Pattee. Granted Apr. 12.

WQUA Moline, Ill.—Granted assignment of license from Moline Bcstg. Corp. to Quad-City Bcstg. Corp., having identical stockholders. Granted Apr. 11.

WCOP-AM-FM Boston—Granted assignment of license from Massachusetts Bcstg. Corp. to parent stockholder, Cowles Bcstg. Co. for purposes of administrative efficiency and economy. No money involved. Granted Apr. 11.

WAZL-AM-FM Hazleton, Pa.—Granted assignment of license from Victor C. Diehm, E. H. Witney, Hilda M. Deisroth, and George M. Chisnell d/b as Hazleton Bcstg. Co. to Hazleton Bcstg. Co. Inc. Assignee is owned by same partners, each owning 25% interest. No money involved. Granted Apr. 11.

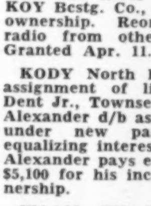
KOY Phoenix and KYMA Yuma, Ariz.—Granted assignment of licenses from Salt River Valley Bcstg. Co. to KOY Bcstg. Co., new firm under same ownership. Reorganization separates radio from other business interests. Granted Apr. 11.

KODY North Platte, Neb.—Granted assignment of license to George B. Dent Jr., Townsend E. Dent and John Alexander d/b as Radio Station KODY under new partnership agreement equalizing interests at 33⅓% each. Mr. Alexander pays each of his co-partners $5,100 for his increased share of partnership.

WAAM (TV) Baltimore—Granted consent to substitute Herman Cohen for Samuel Carliner and his alternate, Morton L. Silberman, as one of the trustees. No money involved. Granted Apr. 12.

FCC CORRECTION

Springfield, Mass.—Under FM Grants in FCC ROUNDUP, Apr. 16, School Committee of Springfield, Mass. should have been assigned Ch. 219 (91.7 mc).



BASEBALL
SOUND EFFECT
RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
15 WEST 47 ST., N. Y. 19 PL 7-0695

10 w. for its non-commercial educational FM station.

New Applications . . .

AM APPLICATIONS

Bristol, Pa.—Penn Jersey Bcstg. Co., 1490 kc, 250 w, unlimited; estimated construction cost $15,230.15. Contingent on WBUD Morrisville, Pa. change in facilities and location. Principals are President Mortimer Hendrickson, 91%, owner of 3% in WKDN Camden, N. J. which will be relinquished if application is granted; Vice President Vivian E. Hendrickson, 8%; and Secretary G. W. Patton, 1%, attorney and owner of Outdoor Adv. Inc. Filed Apr. 12.

Latrobe, Pa.—Latrobe Bcstrs., 1480 kc, 500 w, day; estimated cost $17,917. Twenty per cent partners are Kenneth E. Rennekamp, part owner WKRZ Oil City, Pa., ½ owner WKBI St. Marys, Pa. and part owner Radio Corp. of Toledo, applicant for AM station in Toledo, Ohio; L. Kenneth Harkins, County Court Judge, Allegheny, Pa.; Louis Rosenberg, attorney and assistant solicitor for City of Pittsburgh, Pa.; Paul W. Mahady, attorney and assistant secretary of Newcomer Products Inc., Latrobe; and Henry J. Mahady, attorney. Filed Apr. 16.

Blackwell, Okla.—Star Bcstg. Co., 580 kc, 250 w, day; estimated cost 14,870. Principals are President A. C. Reid, 93⅓%, contractor; Vice President Randall L. McCarroll, 3⅓%, general manager KMMO Marshall, Mo.; and secretary-treasurer W. J. Britton, 3⅓%, Arkansas Polytechnic College staff. Filed Apr. 16.

Eugene, Ore. — Willamette Bcstg. Corp., 1400 kc, 250 w, unlimited; estimated cost $10,350. Principals are President Hugh B. Terry, 50%, vice president and general manager of KLZ-AM-FM Denver, Col.; and Secretary-treasurer J. Elroy McCaw, 50%, owner KRSC Seattle and ½ owner KPOA Honolulu, KILA Hilo, T. H., KYA San Francisco, KELA Centralia, Wash. and part owner of other stations. Filed Apr. 16.

Opp, Ala.—Opp Bcstg. Co., 860 kc, kw, day; estimated cost $24,250. Principals are President H. N. Lee, chamber of commerce president; Vice President W. Waters, 1⅔%, physician; Secretary H. E. Donaldson, owner Cotton Gin; Treasurer H. D. Danley; Director B. Paulk, owner Paulk Grocery Co. Filed Apr. 18.

Monterey, Calif.—S. A. Cisler, 1490 kc, 250 w, unlimited; estimated cost 0,000. Mr. Cisler is ⅓ owner WKYW Louisville, Ky., ⅓ owner Williamsburg Radio Co., Williamsburg, Va. (applicant for construction permit new AM station), ¼ owner WXGI Richmond, Va. and WXIW Indianapolis, Ind. Filed Apr. 18.

Canton, Miss.—J. Dige Bishop, Mrs. Annie Dee Davis and James T. Ownby d/b as Madison County Bcstg. Co., 1370 kc, 500 w, day; estimated cost $12,397. Mr. Bishop and Mr. Ownby, 40% each, are joint owners of ⅙ interest in WCTA-AM-FM Andalusia, Ala. and WVIM Vicksburg, Miss. and WJXN Jackson, Miss. and ⅕ interest in WULA Eufaula, Ala. Filed Apr. 18.

FM APPLICATIONS

Chapel Hill, N. C.—U. of North Carolina, non-commercial educational FM station on 91.5 mc, 250 w; estimated cost $3,486. Filed Apr. 12.

TV APPLICATIONS

Las Vegas, Nev.—Desert Television Co., Ch. 13 (210-216 mc), 3 kw visual, 5 kw aural, antenna 197 ft. Estimated construction cost $152,614.88; first year operating cost $60,000; first year revenue $100,000. Same stockholders own applicant and Boulder City Bcstg. Co., licensee of KRAM Las Vegas. Filed Apr. 13.

TRANSFER REQUESTS

WSB-TV Atlanta—Assignment of license for Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Inc. for $525,000. WSB-TV to switch to Channel 2, WCON-TV assignment, under same ownership. WCON-TV to be deleted after change. See story this issue. Filed April 18.

Yankee Network Inc.—Assignment of licenses of WICC Bridgeport, Conn., WONS Hartford, Conn., WNAC Boston, Mass.; WGTR Paxton, Mass., WEAN Providence, R. I. from The Yankee Network Inc. to Thomas S. Lee Enterprises Inc. No money involved. Both Yankee Network and Thomas S. Lee Enterprises are owned by General Tire & Rubber Co. [BROADCASTING • TELECASTING, Apr. 16].

WMBM Miami Beach, Fla.—Acquisition of control Biscayne Bcstg. Co. Inc., licensee, by K. S. Keyes, present stockholder, through purchase of all stock outstanding from nine other stockholders for $425 plus assumption by Mr. Keyes of licensee's obligations to them totalling $37,019.51. Filed Apr. 11.

WMIK Middlesboro, Ky. — Assignment of license from Tri-State Bcstg. Co. to Cumberland Gap Bcstg. Co. through exchange of stock. The five owners of Tri-State are majority owners of Cumberland. Transferee assumes all of Tri-State's obligations to five owners. Filed Apr. 11.

KSWS Roswell, N. M.—Transfer of controlling interest in McEvoy Bcstg. Co., licensee, through purchase of Maurice F. McEvoy's 8½ shares for $8.500 by the licensee corporation which will hold shares as treasury stock. Filed Apr. 11.

WIRB Enterprise, Ala. — RESUBMITTED application for assignment of license. (See FCC ROUNDUP, Apr. 2.)

KSBW Salinas, Calif.—Transfer of control Salinas Bcstg. Corp., licensee, from Dr. Harry Morgan and W. M. Oates to John C. Cohan, A. M. Cohen and Albert Seligman through purchase of 66⅔% interest for $55,000. Mr. Cohan is a salesman for KSBW. Mr. Cohen is owner of Alco Fireworks & Speciality Co. Mr. Seligman is 1/6 owner and general manager of Seligman's Dept. Store, Dinuba, Calif. Filed Apr. 13.

WBHB Fitzgerald, Ga.—Acquisition of control Ben Hill Bcstg. Corp., licensee, through purchase of 350 shares from Arthur Carpenter Jr. by Otto Griner for $50,000. Mr. Griner is president, general manager and part owner of Ocilla Oil and Fertilizer Co., and ½ owner G. & M. Speciality Co. Filed Apr. 13.

WFCI Providence, R. I.—Transfer of control Pawtucket Bcstg. Co., licensee, from J. Howard McGrath, executor of estate of Frank F. Crook, deceased, and as agent for Howard W. Thornley to Providence Journal Co. through purchase of 70 shares (49 from Mr. Crook's estate and 21 from Mr. Thornley) for $175,000 plus or minus changes in net worth. Applicant is licensee of WPJB (FM) Providence and proposes to interchange programs of two stations when transfer is effected. (See story this issue.) Filed Apr. 13.

KIWW San Antonio, Tex.—Transfer of control Good Neighbor Bcstg. Co., licensee, from Manuel D. Leal to other stockholders, Joe Olivares and L. E. Richards, through sale of 40% interest for $30,000. After transfer, Mr. Olivares will own 60%, Mr. Richards, 40%. Filed Apr. 13.

WPUV Pulaski, Va.—Transfer of control Southwest Bcstg. Corp., licensee, from H. R. Imboden, Mrs. Eleanor T. Imboden and Miss Eleanor T. Imboden to Mason C. Deaver Jr. and Maruma R. Deaver for $64,746. Mr. Imboden retains 1% interest and will be a member of the board of directors. Mason Deaver is an employe of WPUV. Filed Apr. 18.

NEW-TEX BID

Granted in Initial Decision

INITIAL decision to grant a new AM station at Clovis, N. M., and to deny bid of KDDD Dumas, Tex., to improve its facilities was issued last Tuesday by FCC. The Clovis grant would go to New-Tex Broadcasting for 100 w fulltime on 1240 kc.

KDDD's application to change from 250 w daytime on 800 kc to 250 w fulltime on 1240 kc was proposed to be denied by Hearing Examiner Jack P. Blume on engineering grounds. KDDD was found otherwise qualified and its program service satisfactory.

New-Tex is a co-partnership of Wallace Simpson and H. S. Boles. Mr. Boles is general manager of KPAN Hereford, Tex. Mr. Simpson is in the tent and awning business in Clovis.

WWRL Woodside, N. Y., entered an agreement effective April 1 with the *New York Amsterdam News*, largest Negro newspaper in New York metropolitan area, to promote WWRL's heavy program schedule aimed at Negro market. Provided for are exchange of time for space.

CONGRATULATING Steve Wilhelm (l), Houston advertising executive, after his broadcast over KXYZ Houston saluting the 1951 Cancer Drive, are Col. C. P. Simpson (center), head, Harris County Cancer Society, and Bob Nolan, writer-producer, *My Best to You*, KXYZ public service program, Mon.-Fri., 11:30-11:45 p.m. Mr. Wilhelm told of how he had to learn to speak again after his voice was cancer-ridden. Program later was rebroadcast over 20 Texas stations.

KIKI DEBUTS

As Honolulu's Sixth Outlet

KIKI, Honolulu's sixth station, went on the air last Friday, 6 p.m., with six hours of salutes from 74 American and foreign stations as well as from national and local dignitaries that included Secretary of Interior Oscar Chapman.

Station operates on 860 kc with 250 w full time. Royal V. (Doc) Howard, onetime director of engineering at NAB, is president and general manager. Program director is Clair Weidenaar, formerly of ABC Hollywood.

IT&T Income

CONSOLIDATED net income of International Telephone & Telegraph Corp. and subsidiaries for 1950 was $15,557,339, compared with $4,685,877 for 1949, according to the organization's annual report. Sales for 1950 totaled $216,947,177, compared with a 1949 sales volume of $201,005,225 and orders on hand Dec. 31, 1950, were $278 million, against $202.4 million on the same date of the previous year.

WJBK GRANT

Power Increase Seen

WJBK Detroit, independent outlet licensed to The Fort Industry Co., would increase from its present 250 w fulltime operation on 1490 kc to 5 kw night and 10 kw day on 1500 kc under a proposed decision announced last Thursday by FCC.

Simultaneously, the same initial decision proposed shifting WABJ Adrian, Mich., from its 250 w daytime only operation on 1500 kc to 250 w fulltime on 1490 kc; and authorized WMRN Marion, Ohio, to put in a new vertical antenna, mount its FM antenna on its AM tower and install a new ground system, subject to engineering condition, so as to allow WMRN to provide a greater service in its area. No change is made in WMRN's present 1490 kc, 250 w unlimited time assignment.

FCC noted that at present WJBK's interference-free contours do not include 90% of the population of Detroit's metropolitan area as required by the Standards of Good Engineering Practice; nor does station provide a minimum field intensity of from 5 mv/m to 10 mv/m over the most distant residential sections of the city. Proposed grant would provide a substantial improvement in service. Action was subject to engineering condition. WJBK is to survey possible reradiation effects from a transmission line in the vicinity of the proposed transmitter.

Likewise it was noted that the WABJ proposed grant would provide Adrian with its first local nighttime transmission service as well as give a third primary reception to adjacent rural areas, at present receiving night primary service from only WJR Detroit and WLW Cincinnati.

Similarly, it was pointed out that WMRN would substantially increase its service, though increasing by a relatively minor percentage interference to three existing AM stations.

Sterling Talk

ROLE of communications in the petroleum industry and the part FCC is playing in its fulfillment was described last Thursday afternoon by FCC Comr. George E. Sterling. He spoke at the annual conference of The Petroleum Industry Electrical Assn., meeting at the Hotel Adolphus in Dallas, Tex.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

GOTTA FIND SOMEBODY TO LOVE

On Records: Marian Maye—Coral 60437; Andrews Sisters—Dec. 27569; Mindy Carson—Vic. 20-4119; Roberta Quinlan—Mer. 5616.

On Transcription: Dick Jurgens—Associated.

BMI

BROADCAST MUSIC INC. NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE NEW YORK 19, N. Y.

...at deadline

BITNER SR. AND HUDSON NAMED NPA CONSULTANTS

HARRY M. BITNER SR., radio station operator, and Buell W. Hudson, *Woonsocket*, R. I. *Call* (WWON-AM-FM), Friday named consultants to newspaper section of National Production Authority's Printing & Publishing Division. Mr. Bitner, retired newspaper publisher, operates WFBM-AM-TV Indianapolis, Ind., WOOD Grand Rapids, Mich., WEOA Evansville, Ind.; WFDF Flint, Mich.

Mr. Bitner before retirement in 1945 had been active in newspaper field for 40 years and in cause of educational radio for last 15 years. He was with War Production Board's Printing & Publishing Div. in last war. Mr. Hudson has been active in associated radio, and realty fields, and served as vice president of AP.

BERLE TOPS LATEST TV HOOPER

FIRST 15 TV programs, ranked according to audience in TV Homes only, for first two weeks of April, released Friday by C. E. Hooper Inc., were:

Texaco Star Theatre (Berle) (NBC)	54.3
Godfrey's Talent Scouts (CBS)	51.1
Comedy Hour (Bob Hope) (NBC)	49.7
Fireside Theatre (NBC)	44.1
Jack Benny (CBS)	42.8
Philco TV Playhouse (NBC)	39.9
Godfrey & Friends (CBS)	36.1
Comedy Hour (Eddie Cantor) (NBC)	36.0
Your Show of Shows (NBC)	35.0
Man Against Crime (CBS)	35.0
Cactus Jim (NBC)	34.7
Martin Kane (NBC)	34.6
Mama (CBS)	33.6
Intl. Boxing Club (Williams-Pruden) (CBS)	33.2
Lights Out (NBC)	32.6

STERLING SPEAKS IN DALLAS

FCC Comr. George E. Sterling spoke on electronics industry Friday at convention of Southwestern Institute of Radio Engineers, in Dallas. Comr. Sterling told engineers: "If we could devise a mechanism for taking a long range view of the radio spectrum . . ., in an atmosphere which gave weight to the fact that a most intensive use of radio as it exists today in 1951 is based on only a half century of piecemeal development, I frankly feel confident that we could render a real service to those who will follow us in the next 100 years."

GF PROMOTIONS

H. N. STEVENS, sales and advertising manager for General Foods' 40-Fathom brand of seafoods, to product manager of all seafoods marketed by Birds Eye Division, and Harold Luther, 40-Fathom advertising manager, to advertising and promotion director for Birds Eye and 40-Fathom brands.

ETHRIDGE REJECTS POST

MARK ETHRIDGE, publisher of *Courier-Journal* and *Louisville Times* (WHAS-AM-FM-TV), last week turned down Presidential invitation to head up Psychological Strategy Board of State Dept. Mr. Ethridge formerly served on U. S. Advisory Commission on Information, resigning last year.

PARTS REPLACEMENT PLAN SUBMITTED BY RTMA AND BBB

RECOMMENDATIONS designed to ease local replacement parts shortages, to be submitted to set-makers, distributors, dealers and service contractors, announced yesterday (Sunday), by Radio-Television Mfrs. Assn. and Better Business Bureaus, New York and Washington.

Program approved by RTMA board of directors and bureaus after conference of RTMA Service Committee and representatives. Both groups also urged campaign to familiarize public with set purchasing and servicing factors, and that National Production Authority provide adequate materials for parts production and replacement and repair of tubes.

RETURNING DELEGATES HEXED

SOUTHERN broadcasters flew under jinx returning from NARTB Convention. Jack Younts, WEEB Southern Pines, N. C., reluctant to take plane home Friday morning, made railway reservations when four colleagues outbid him. They all left on American Airlines Friday morning. Thirty minutes out of Chicago plane lost one right wing engine; three minutes later they lost second engine on same wing; returned to Chicago; and group took Friday afternoon train. Other broadcasters were Harold Essex, WSJS Winston-Salem; Frank Jarman, WDNC Durham; Dick Mason, WPTF Raleigh; Phil Hedrick, WSJS. Thursday evening Capitol flight, carrying broadcasters to Norfolk via Washington and Newport News, ran off runway and turned on nose while landing at Newport News. No one injured, but among those shaken up was Campbell Arnoux, WTAR Norfolk.

SPECIAL TVA MEETING

SPECIAL session to discuss establishment of television codes in midwest areas not now organized called by George Heller, national executive secretary of Television Authority. Meeting will take place April 26-27 in Chicago at Sheraton Hotel. It will be headed by Ray Jones, who will act as host to group of 25 regional delegates from cities east of Cleveland, north and south from Gulf to Canada and west to Denver.

WWDC SET DRIVE

CAMPAIGN to sell portable radios to be launched by WWDC-AM-FM Washington May 30 and continue through July 4, Ben Strouse, general manager, is informing radio wholesalers and retailers. Drive to comprise spots on AM and FM (transit radio) at station breaks and during programs.

STANGE LEAVES WPIX (TV)

FREDRIC STANGE, WPIX (TV) New York, joins television section of Office of Naval Research, Special Devices Center, Port Washington, N. Y. He will co-produce and direct Navy's educational program, *Drill Call*, on WOR-TV New York, Tuesday, 8-8:30 p.m.

Closed Circuit

(Continued from page 4)

hassle on proposed resolution to support pact (see stories, page 28), general disinterest may be replaced by definite desire for healthy examination. Hearings before Senate Foreign Relations Committee, however, still stymied by prolonged discussion of wheat to India issue, and it's expected more state associations will take definite stands before NARBA sessions do get underway.

SEN. WILLIAM BENTON (D-Conn.) resolution (story, page 78) may not receive warm embrace from Senate Foreign & Interstate Commerce Committee he would desire. Understood Sen. Benton at first drafted resolution that would have called for Congressional commission to look at TV channels in light of educators' demands. Radio-wise legislators convinced him otherwise.

WILLIAM CHALMERS, former vice president in charge of radio and television, Kenyon & Eckhardt, New York, to Grey Adv., New York, in similar capacity.

NEW Democratic-Republican lineup if Democrat is appointed to Senate vacancy caused by death of Sen. Arthur Vandenberg (R-Mich.) may cause realignment of committee ratios. Such reshuffle possibly would mean loss of Sen. Joseph R. McCarthy's (R-Wis.) place on Senate Appropriations Committee where he ha had opportunity to keep watch on funds t such State Dept. arms as Voice of America Senate Commerce Committee's ratio in last Congress was 8-5, changed this year to 7-6 t give GOP more voice, may revert back t former.

HERE'S ANSWER to oft-asked NARTB convention question: What resolutions perishe when parliamentary mix-up halted meeting i mid-air? Resolutions Committee planned t propose financial relief from defense authorities for small stations if they are expecte to install expensive equipment for air-rai alert transmission.

THERE'S 50-50 chance 1952 NARTB convention will be back in Chicago's Stevens Hotel Board suggested New York but it's considere doubtful if any hotel, including Waldorf Astoria, can hold equipment show. Convention planners fear show would be flop if hel at separate site.

INDIANA MEETING

GEORGE C. JOHNSON, director of educational radio programs, Indiana U., announce annual Conference on Radio in Education wil be held Aug. 2-3 on university campus i Bloomington. This year conference is designe as workshop and clinic for planning, writin and producing of radio programs for educational stations and school broadcasts for commercial stations.

GEDALECIA RESIGNS ABC

RESIGNATION of Ben Gedalecia as researc manager of ABC, effective May 15, to joi Dept. of State's overseas information progra announced Friday. Former OWI policy offi chief, Mr. Gedalecia asked to return to gover ment service, Edward Barrett, assistant Secr tary of State, said.

TV ANTENNA SITE

CITY of Montreal understood to be selli Canadian Broadcasting Corp. piece of land Mount Royal for CBC television station Montreal. Quebec provincial government r cently sanctioned CBC using Mount Royal f its TV antenna and transmitter station.

Tradition: Three Years Old

Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its third birthday,
has captured the hearts and eyes of Virginians.
In the Old Dominion State
they look to Havens & Martin stations to make history.
The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet.
Now after three years of operation, WTVR has over 70,000 set owners and the number continues to grow . . . over 140 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company